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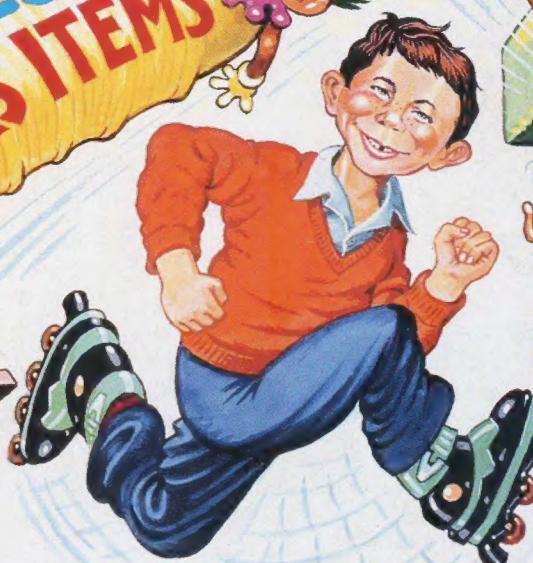
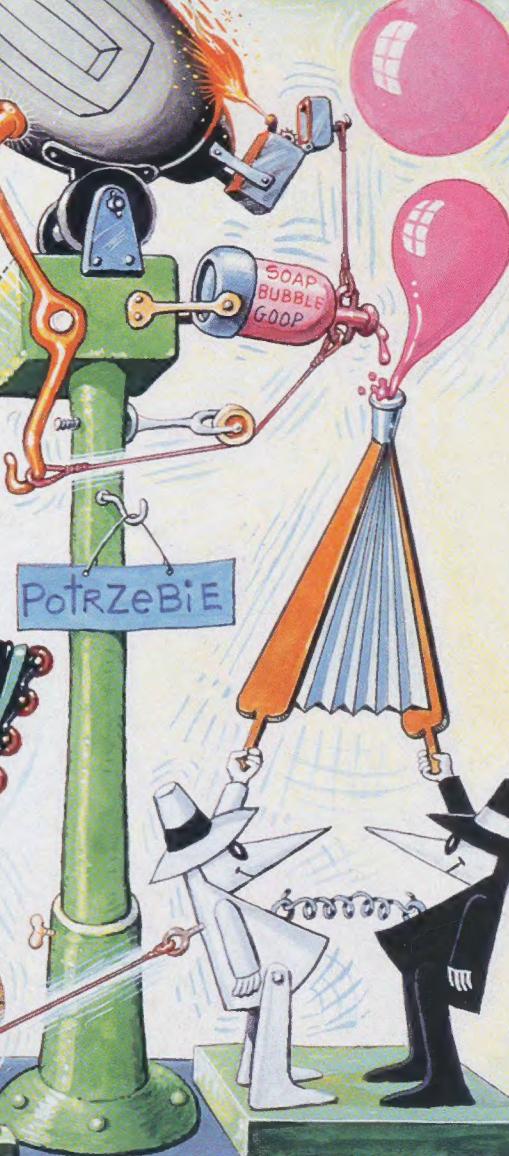
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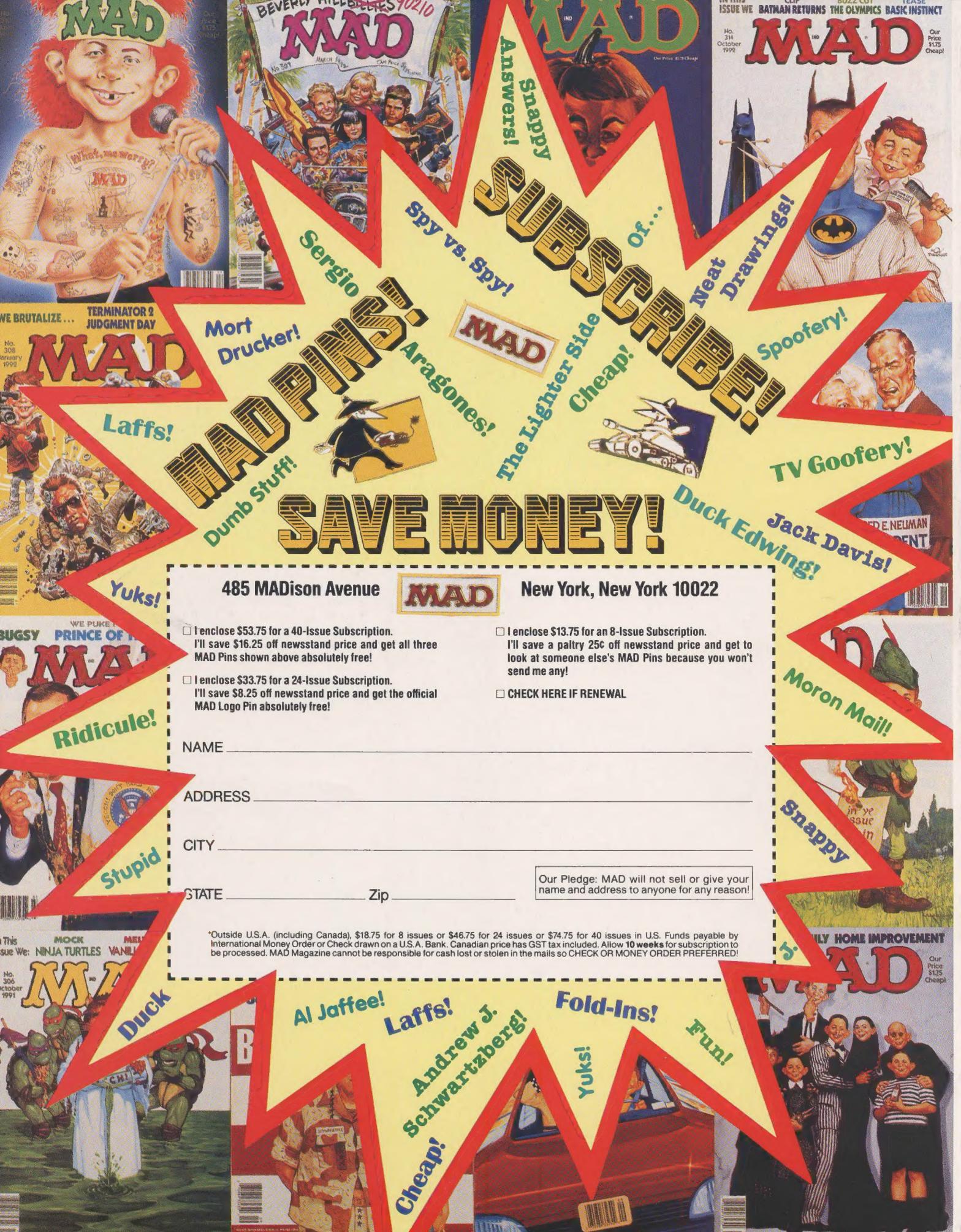
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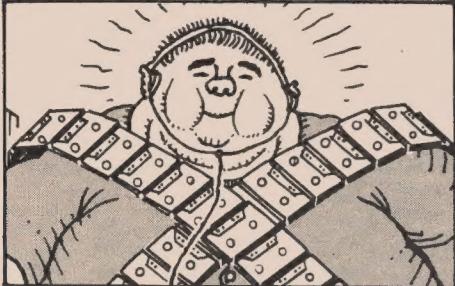
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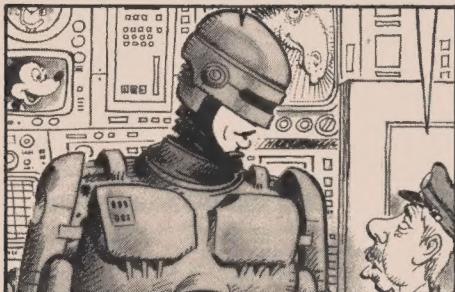
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GADGETS & GIZMOS



MAD SUPER SPECIAL 92 MARCH 1994



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BACK COVER PHOTOGRAPHER: IRVING SCHILD

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Printed in U.S.A.

GET ALONG LITTLE AUSSIE DEPT.

That jerk from Australia is back in town! No, not Jacko! (But an excellent guess!) We're talking about that other guy from down under who's understated and overrated (as opposed to Jacko, who's *overstated and overrated*!) Yup, Jacko is nothing more than a big Australian buffoon to most Americans and, for that matter, so is...

Crock,
you
can't
use
dynamite
to fish
in the
ocean!

I'm not using dynamite!
It's the fish using
dynamite! I heard the
sea life in the Hudson
River was tough, but
this is ridiculous!
Bring me up there with
you where I'll be safe!

And over there
in the rowboat
is Crock O'Dull
Dummee in yet
another attempt
to show us his
winning back-
ward ways!

Winning?
He makes
me more
nauseous
than
this
rocky
boat!

Ram his row-
boat! Drown
him! He has
terminal
naiveté!
Put him out
of his
misery!

You're his
girlfriend!
Tell us, how
is Crock O'
Dull Dummee I
different
from Crock O'
Dull Dummee II?

There's a big difference!
In *Crock O' Dull Dummee I*,
he starts out in Australia
and travels to New York
City! In *Crock O' Dull
Dummee II*, he starts out
in New York City and
travels to Australia!!!

The
amazing
thing
is with
all that
travel, the
movie goes
nowhere!



"Crock O'dull"

DUMMEE, TOO

Zoo, I think I'm gonna start looking for a job! Spending four years in New York just acting "cute" is starting to wear real thin!

Tell me about it!
Do you need money?

Not really! When I came to New York I had \$25. When I deduct all the money I've spent on clothes since then, I still have \$22.63 left!

You know, Crock, in the four years that we've been together, there's never been any sort of romance!

Whadda ya mean?
I was starting to get romantic last night!

You were?
What happened?

You came home and spoiled it!!!



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Killjoy, I'd like to get a job with you, but I understand you just deliver stationery. I wanted something more dangerous!

Crock, I sell stationery to the general public in New York City! It doesn't get any more dangerous than that!

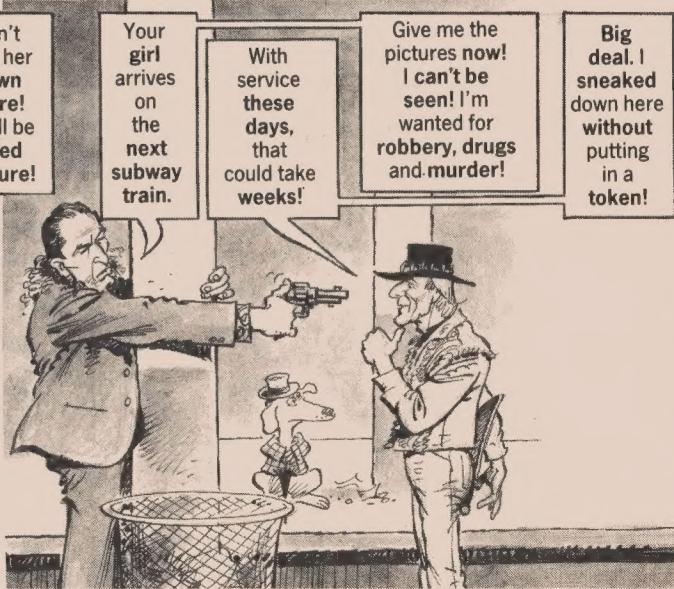
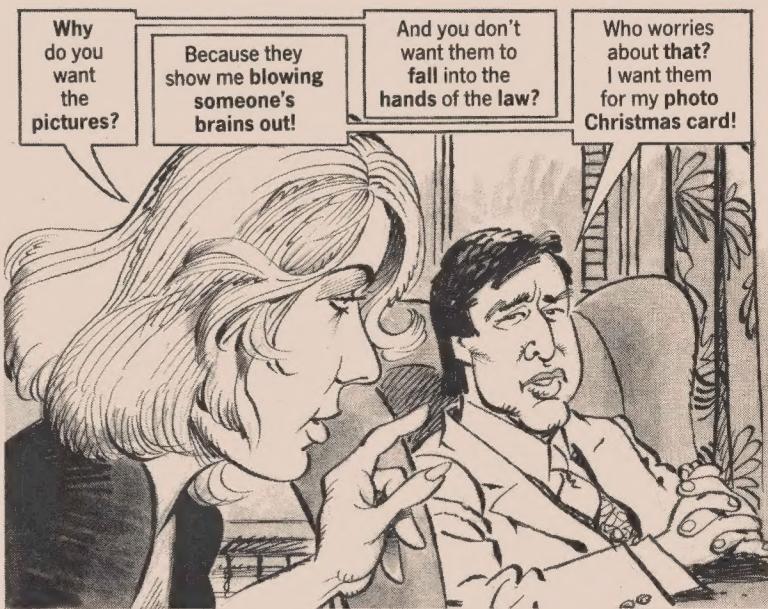
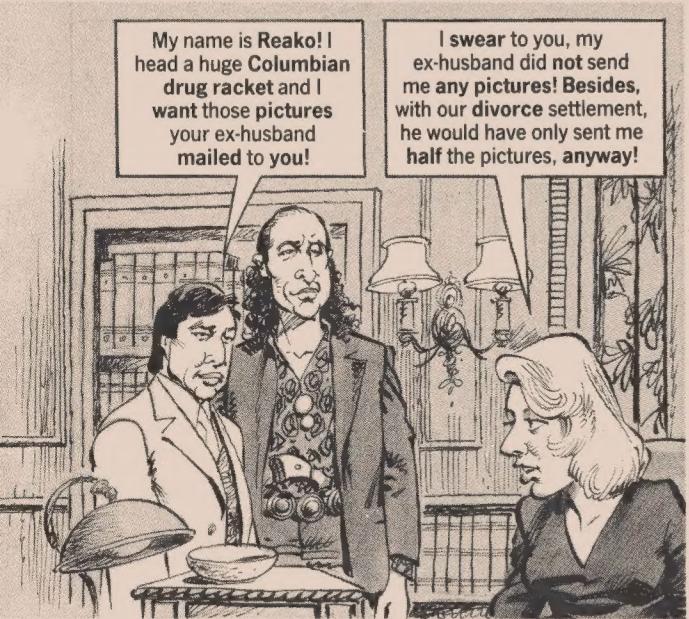
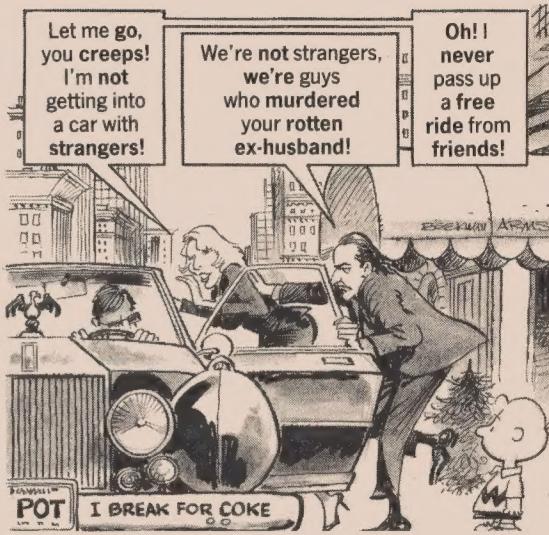
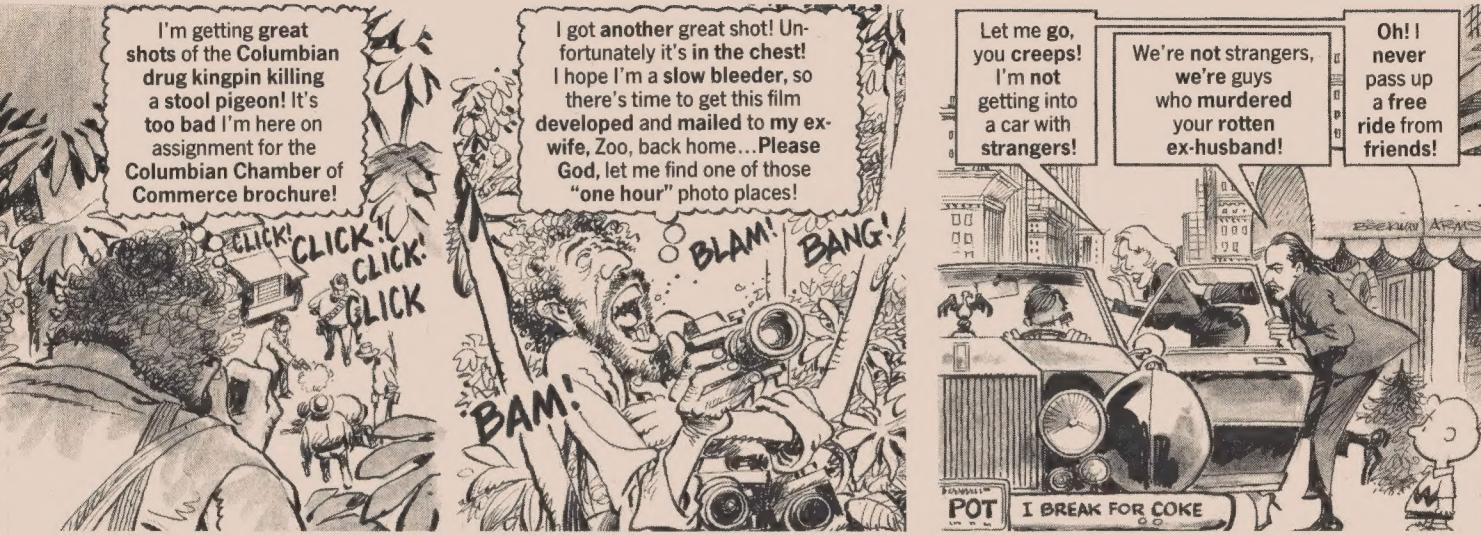
Stand back or I'll jump! I mean it!

Sorry, Mate! I have a stationery delivery for Mr. Glitz! Do me a favor! On your way down, look in the windows and signal to me which floor Glitz is on!

Can't you see I'm upset? I've just been dumped in a love affair! Hasn't anything like this ever happened to you?

Well, once! But I got over it! And besides, till this day, me and the kangaroo stay in touch and remain good friends!







Thanks for your help, mates! I could have handled that creep myself, but it might have meant having to change my expression!

Are you Clint East-Wood?

No, but I understand the confusion! He also writes, produces, and puts himself on the screen in any junk he feels like!

Oh— then you Sylvester Stallone!

Listen, mate, my girlfriend's being held captive and I'm looking for someone who is "road wise!"

You really mean "street smart," don't you?

No, "road wise"! I need someone to tell me how to get from New York City to Long Island on the expressway during rush hour—in under four hours!

That's impossible! You really are a yokel!



Listen, guys, want to have some fun?

What's your idea of fun, old man?

Breaking into a plush estate and trashing the place!

Hey, count us in! You're raising our standards! Normally we trash middle class places! This is a chance to expand our horizons!



How did you get in? This estate is protected by the highest state-of-the-art security available!

Who knew?? I guess I ignored it!

Boy, sometimes being naive really pays off!

I'm taking the girl with me! And so you'll NEVER find us we're going to a place you'd never think to look. My home in Australia!



So this is your house in the Outback! Where's the bathroom?

Outback!

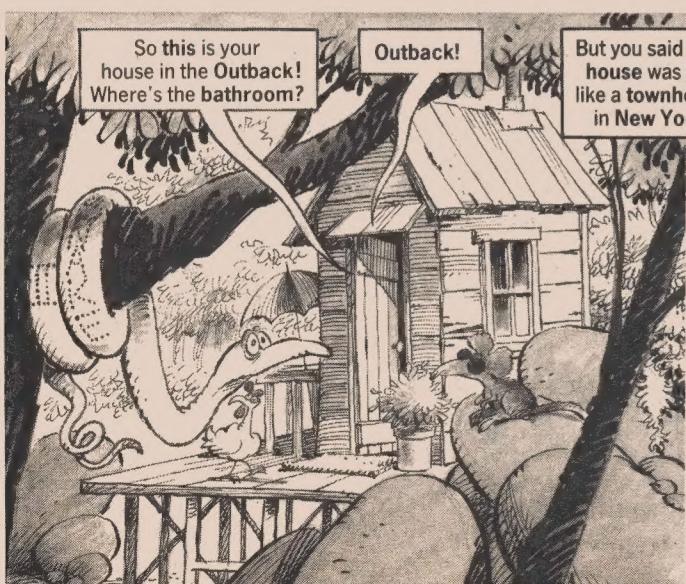
But you said your house was just like a townhouse in New York!

Well, I meant the Bronx! Wait, I smell those drug creeps!

How close are they?

They're just boarding a plane in America to come hunt us down!

Boy, that's some nose, Crock!



You kill the girl,
I'll kill Dum mee!

Isn't it dumb to fly
all the way to Aus-
tralia to track them
down since they can't
do anymore harm?

Yes, but I'm
into revenge,
not logic!
Besides, I
wanted the
triple bonus
mileage from
the airline!

Our
guide
ran away!
You will
lead us
to
Dum mee
or die!

That's
a very
gen-
erous
offer,
mate!
You're
on!

So far one of our
men was dragged two
miles by a raging
buffalo and one was
attacked by bats!
Dum mee's cunning,
but he never ac-
tually kills anyone!

He could
kill us at
any moment
but he
prefers
to only
humiliate us!

Isn't it odd
that he just
teases sleaze-
balls like us
but kills in-
nocent wildlife
for fun?

I think the
fact that
he's from
down-under
makes his
morals
ass-
backwards!



The natives
said we're
to be
eaten!
Just how
backward
are they?

Not all
that
backward!
We're to
be micro-
waved
first!

What happened
to Waldorf,
our guide?

He was at-
tacked by
a crocodile!

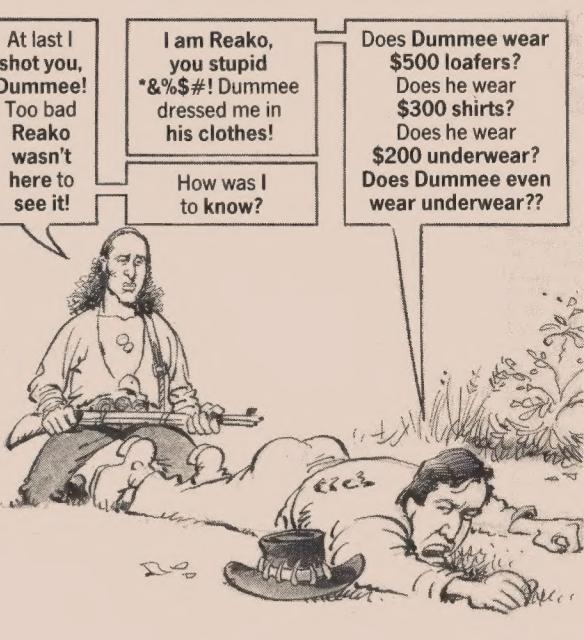
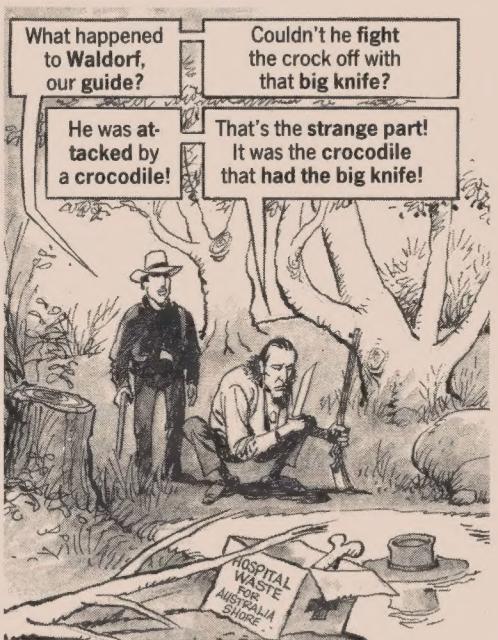
Couldn't he fight
the crock off with
that big knife?

That's the strange part!
It was the crocodile
that had the big knife!

At last I
shot you,
Dum mee!
Too bad
Reako
wasn't
here to
see it!

I am Reako,
you stupid
*&%\$#! Dum mee
dressed me in
his clothes!
How was I
to know?

Does Dum mee wear
\$500 loafers?
Does he wear
\$300 shirts?
Does he wear
\$200 underwear?
Does Dum mee even
wear underwear???

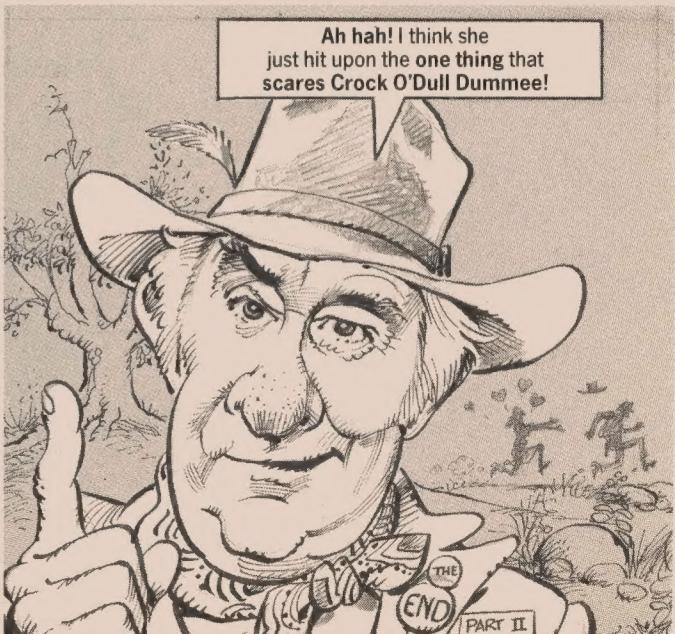


Crock, you're such a brave man! You
went up against seven tough armed drug
dealers and you never flinched! And you
walk through the jungle inhabited by all
sorts of wild beasts and never even
blink an eye! Does anything scare you?

Definitely
not, Zoo!
Nothing
scares me!

Well,
will
you
marry
me?
Er...
ma...
mar...
marr...
marry
you?

Ah hah! I think she
just hit upon the one thing that
scares Crock O'Dull Dum mee!



THE ENVELOPE, SLEAZE! DEPT.

You probably know loads of people who receive fat envelopes in the mail that are filled with chances to win fantastic prizes and mucho bucks if they will only send in the entry form (and hopefully order some dumb magazines as well). But, how many people do you know who have actually been a winner in one of these cockamamie contests? Well, we don't know any either! And we thought it was about time we got even with the creeps who keep sending out this stupid trash. So without further ado,

MAD OPENS A TYPICAL MAGAZINE SWEEPSTAKES PACKAGE

ARTIST: BOB CLARKE

WRITERS: CHARLIE KADAU & JOE RAIOLA

YOU CAN WIN THESE GRAND PRIZES!

Super Spectacular Grand Prize #1



Imagine yourself at the wheel of this luxurious 58 foot yacht! Imagine setting sail for such exotic ports as the Caribbean, The French Riviera and the South Sea Islands! If you're our **BIG** winner, you'll be able to imagine all this and more every time you look at your prize—a full-color 8X10 photograph of this luxurious 58 foot yacht!

Wild Incredible Grand Prize #2



Just think of what your friends will say as you proudly display your new dream house... Complete with 18 rooms, a 4 car garage, patio and in-ground swimming pool! You'll be the talk of your neighborhood, or wherever you carry this $\frac{1}{64}$ th scale model house... Grand Prize #2 in our amazing magazine sweepstakes!

Utterly Unbelievable Grand Prize #3



If you're the lucky winner of Grand Prize #3 we'll never send you another piece of obnoxious junk mail like this again... ever! Imagine your satisfaction as everyone you know receives phony magazine contest come-ons except *you*! If that isn't enough of an incentive for entering this contest, we don't know what is!

WHO CAN ENTER

Our 5 Million Dollar Bonus Sweepstakes is open to all residents of the United States and Canada with the following exceptions: Anyone under the age of 18, women, left-handed people, good dancers, wristwatch owners, taxidermists, circus midgets, football fans, ex-members of Menudo, wax fruit manufacturers, Christians, and men.

If you've decided not to order...
please read this!

Dear Friend:

If you've decided you don't want to take advantage of our incredibly spectacular and truly amazing magazine buys, YOU CAN STILL ENTER OUR SWEEPSTAKES EVEN IF YOU DON'T BUY ANYTHING! But remember: for some unexplainable reason, a person's chances of winning seem to increase when they buy lots and lots of magazines from us. I'm not saying you *have* to buy magazines in order to win anything, but I can't think of a single winner we've had who didn't buy multi-year subscriptions to several dozen of our fine magazines!

What do you take me for, a blithering idiot? Only a moron would give away hundreds of thousands of jerks who think they can and ugly as sin to boot. ought to be shot!

Fondly,



Emerson L. Bunk
President
Fat Chance Publishers

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First National
Void Bank

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Only \$23.40

Only \$9.99

Only \$48.50

MAD

Winner
of the VEEKO
Award

**Sports
Titillated**

52 Swimsuit Issues
A Year!

**Teen
Rabbi**

The Magazine for
Everyone!
Only \$20.00

**A Personal Note From
Fat Chance Publishers**

Dear Mr. Occupant,

You may already be the winner of our 5 Million Dollar Bonus Prize... and not even know it!

Just think of what 5 Million Dollars could do for the Occupant family... A mink coat for Mrs. Occupant... A college education for the Occupant children... Yes, Mr. Occupant, you could ha-

WE MEAN
IT!

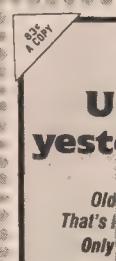
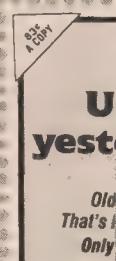
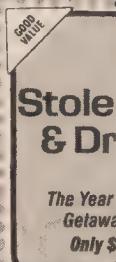
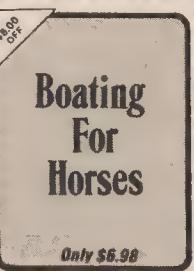
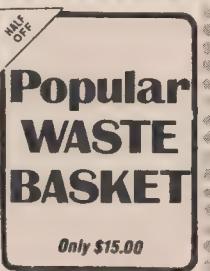
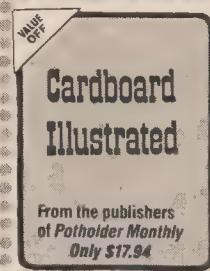
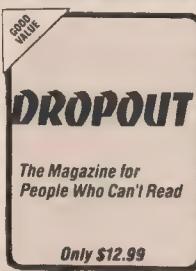
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AN**

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Be Yours!

Any Day Now! 98!
\$5,000,000!

It's Easy To Find Out If You're A Winner!

All you have to do is watch T.V.! We'll be announcing the winners of our super duper Grand Prizes and the 5 Million Dollar Bonus Giveaway sometime in September (or October) during channel 39's 4 AM Farm Report program in Bagboro, Montana! In order to protect your privacy, this is absolutely the **only** place and time we will be announcing the winners. See you in Bagboro!

OFFICIAL ENTRY CARD

SPECIAL COLOSSAL
GRAND PRIZE
STAMP HERE!

MAGAZINE STAMPS HERE

VERY
SPECIAL
PRIORITY
STAMP
HERE

THE STAMP THAT
LOOKS
LIKE
FLORIDA
HERE

AREN'T YOU GLAD
WE DIDN'T DESIGN
A STAMP THAT
LOOKS LIKE THIS?

PUT
YOUR VERY
SMALL STAMP
THAT YOU
PROBABLY
LOST HERE

PLACE ANY STAMPS YOU
HAVE LEFTOVER HERE!

HOW TO ENTER

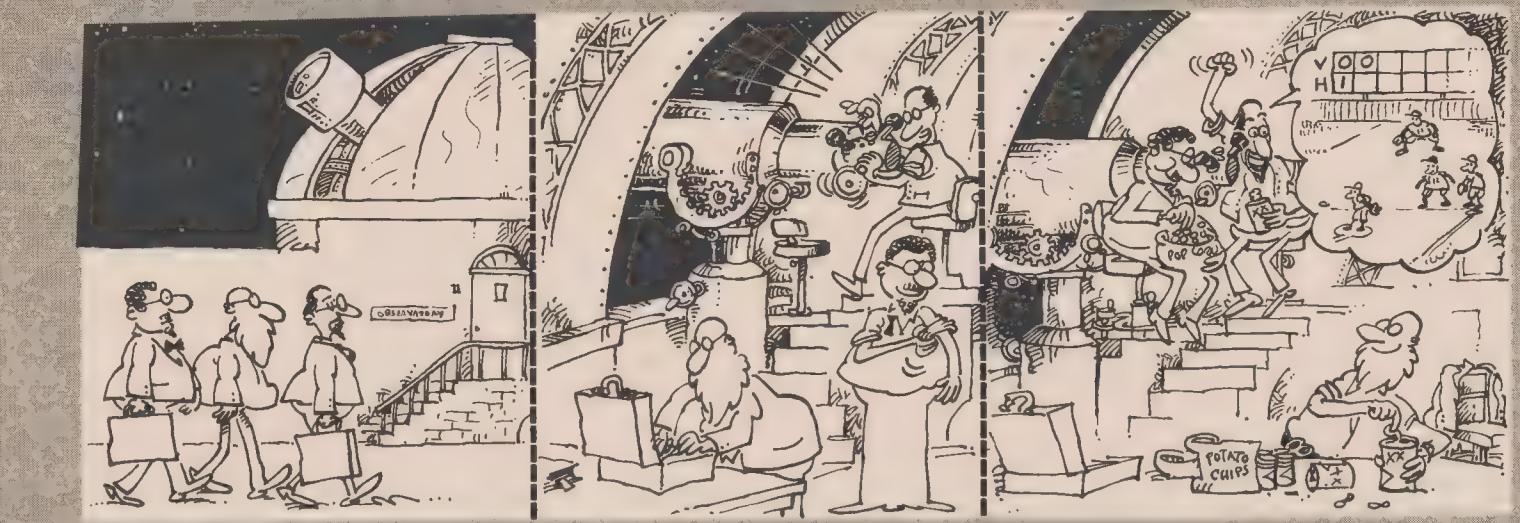
- 1.) If you are ordering magazines, affix a postage stamp and mail immediately!
- 2.) If you are only entering our sweepstakes and not ordering magazines, that's fine with us! Simply mail your entry to:

Yung Scrap Paper Company
Baktash
South Korea 80921

YES, charge me a lot more for the
magazines than you said you would.

PLACE YOUR ADDRESS LABEL HERE

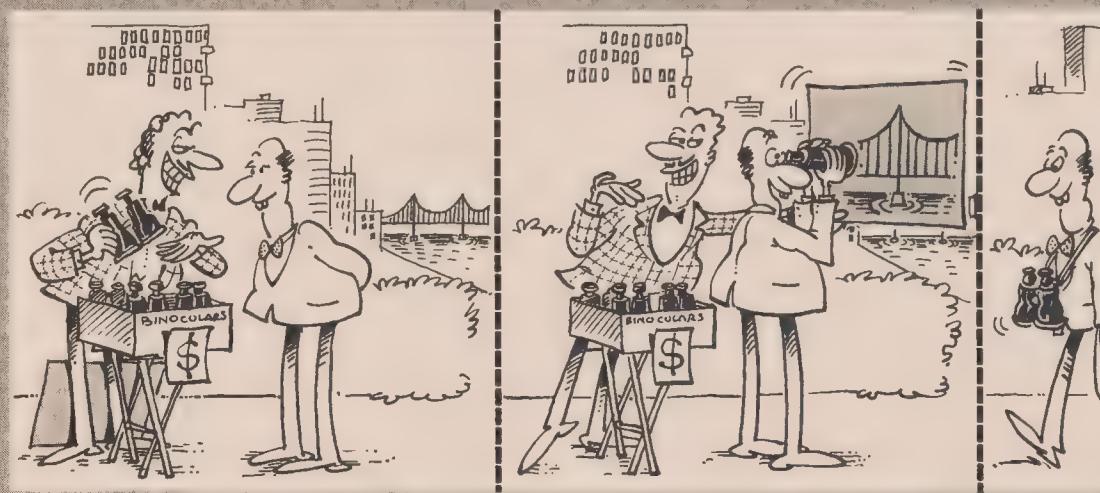
A MAD LOOK AT



OPTICS



ARTIST AND WRITER: SERGIO ARAGONES



Aragones

the SAGA



It was many and many a year ago,
In the land of the brave and the free,
That a firm did arise and soon grew to great size,
And its name was AT&T,
But its foes cried, "Unfair! You can't hog the whole share!
A monopoly's bad as can be!"
And they fought very tough and in time, sure enough,
They were breaking up AT&T.

Thus began a great war like no battle before,
With a dozen firms running amok,
You've got Sprint, MCI, sev'ral more shooting high
For a slice of the long-distance buck,
And they snow you with ads pushing trendy, new fads,
Like no hustle you ever did see;
Till you fall for their pitch and you're making the switch,
Waving bye-bye to AT&T.



Soon you're making a call to a guy in St. Paul,
When you're hearing a horrible screech;
So you dial him once more and are reaching a store
Selling kitchen supplies in Palm Beach;
So you're trying again and are getting through when
You discover your line has gone dead;
And you're fit to be tied, which is when you decide
That you'll write him a letter instead.

of AT&T

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

(with thanks to Edgar Allan Poe, who had some hang-ups of his own)



Yes, they're making a haul when a Talk Line you call,
And you're ripped off at two bucks a pop;
Check the bundle you've blown for that self-destruct phone
You bought "cheap" in some ding-a-ling shop;
See that pile on the floor full of phone-books galore
That not even a Pack Rat would save;
When you're done, put your ear to the ground and you'll hear
Mr. Bell turning 'round in his grave.

Once a month you get ill from a 14-page bill
Full of charges you can't comprehend,
Plus a plan ultra-new, bringing savings to you
Just so long as more money you spend;
Everywhere that you look, there's more gobbledegook
As they tout Fiber Optics and such,
And you're cursing your luck and you feel like a schmuck
While your dollars they reach out and clutch.



Now we're told all the time, it's a terrible crime
When some giant monopoly rules;
"Competition's the way," the economists say,
Which is what we are taught in our schools;
But from seeing the mess screwing up the U.S.,
Any imbecile plainly can see
Life was better back then in those ancient days when
We were screwed just by A T & T!

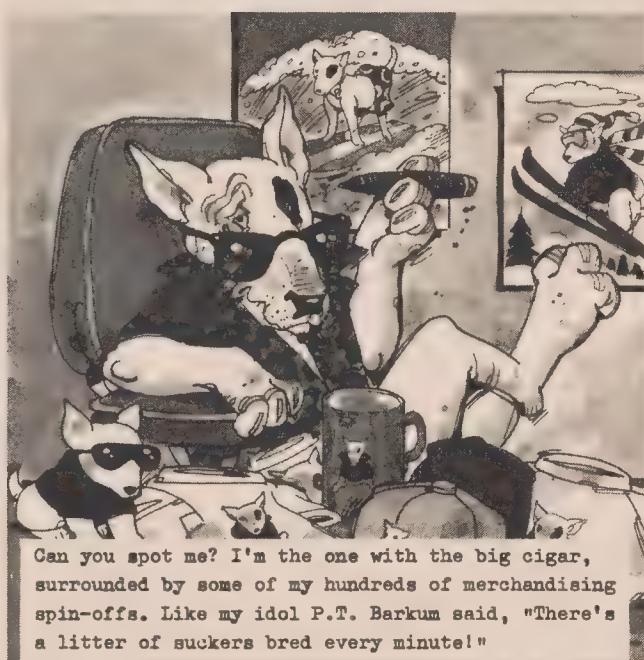
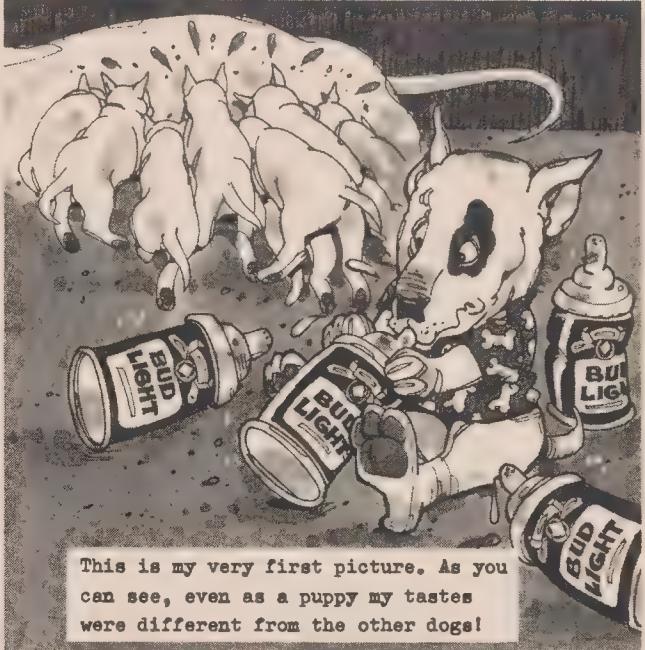
MUTT ADDO ABOUT NOTHING DEPT.

You've seen his TV commercials! His Posters! His T-shirts! His stuffed toys! But what about

SPUDS MACKENZIE



ARTIST: BOB JONES



the animal *behind* the ultimate party animal??? Here are some very candid snapshots from...

E'S PHOTO ALBUM

WRITER: CHARLIE KADAU



This was one night I wasn't the hit of the party!



This happens whenever I enjoy a frosty brew. I get some foam on my mouth and everyone starts running away shouting "Mad dog! Mad dog!" Well sure, my drinking is impairing my vision and brain functions, but I'm not rabid!



Some dog show! They kicked me out just because I didn't have my Kennel Club papers, and I was a shoo-in to win "Best Hawaiian Shirt in show."



This is me entering the Betty Ford Clinic. Drinking was making my liver as big as a can of Alpo! It's boring here, but it was great seeing my good friends Liza and Chevy again!

Have you ever stopped to think of how many forms you fill out in the course of a year while applying for such varied things as charge accounts and medical care and school admissions? More important, have you ever stopped to think that most of the people asking the questions are the same ones who are also asking you to

IF "THEY" HAD TO FILL OUT

ARTIST: HARRY NORTH



NEW PATIENT'S QUESTIONNAIRE FOR AN UNFAMILIAR DOCTOR

Please cooperate by answering all of the following questions completely. Your assistance will better enable the new patient now awaiting treatment to diagnose your qualifications for messing around with the only body that he (or she) will ever have.

(P.S. Just this once, try writing legibly, as there is no pharmacist on hand to attempt to decipher your usual childish scrawl.)

1. Do you plan to show off by describing my condition to me in complicated medical jargon that you know I can't understand? _____
2. Do you plan to ask for a specimen, and then just stand there and wait, thus making me too nervous to give you one? _____
3. Is your examining table covered with that hard, slick paper that sticks to a person's sweaty body on hot days? _____
4. Do you customarily stick a tongue depressor so far back in a patient's throat that he tends to lose his cookies? _____
5. Will you look in my ear with a flashlight, just so you can get close enough to breathe germs on me that you picked up from your previous patient? _____
6. When giving injections, how many stabs must you usually make before finding a vein? _____
7. Give a phone number where I can reach you tonight after the treatment you provide this afternoon fails to work. _____



OIL COMPANY'S APPLICATION TO BECOME A CREDIT CARD APPLICANT'S OIL COMPANY

Since the motorist presenting this questionnaire has just been required to fill out a long, probing form in order to buy gas and service from your company on credit, it seems only fair that you should reveal a few of your deepest secrets, too. Therefore, please find an employee who can read and write, and instruct him to answer the following. Also, instruct him not to leave dirty smudges on the paper, like those he usually leaves on everything he touches.

1. Please explain why "Full Service" costs 12-cents a gallon more, when all I get for it is a dirty rag rubbed over my windshield. _____
2. Are credit card holders entitled to such preferential treatment as actually getting new spark plugs when they are charged for them? _____
3. How high must your prices go before you can afford to hire someone to mop your rest room floor once a month? _____
4. Do you plan to raise gas prices again next summer, solely because you know motorists will buy more then, no matter how much it costs? _____
5. Will you continue to lower the octane rating on your unleaded gas until every car requires the premium grade costing 20-cents a gallon more? _____
6. Why does your dealer in my neighborhood insist that I need eight quarts of oil to fill a five-quart crankcase? _____
7. Once I have my credit card, can I be waited on by that cheerful guy who does your TV commercials, rather than the grouch I presently get? _____

give them your money, your time or your trust? Well, now that you've stopped to think about it, don't you also think that matters should really be reversed, and you are the one who's entitled to do the questioning? MAD certainly thinks so! That's why we've prepared these nosy, fact-finding forms you'd sure enjoy using

F "YOUR" QUESTIONNAIRES

WRITER: TOM KOCH



POTENTIAL DEPOSITOR'S REQUEST FOR FULL DISCLOSURE OF BANKING COMPETENCE

This questionnaire is being presented to you by an ordinary working stiff who contemplates entrusting his life savings to your financial institution. Please take a moment to glance around at your employees, and imagine how nervous you would feel giving money to any of them. Then fill out this form in full.

(Note: Your answers to these questions will not be kept any more confidential than you keep the deposit figures of your customers when credit agencies come snooping around.)

1. If I have \$10,000 in my account, and try to withdraw \$50, how many of your people must vouch for my honesty before I get it? _____
2. Are your tellers specifically instructed to go on their coffee breaks whenever there are more than four people waiting in line? _____
3. Do you have one of those drive-in windows where the girl behind the glass can hear everything I say, but I can't hear her at all? _____
4. Why am I allowed only 20 minutes of free parking in your lot when you know that the simplest transaction will take twice that long? _____
5. If you really have \$500-million in assets, why can't you afford one workable ball point pen for use in filling out deposit slips? _____
6. Describe how your 73-year-old security guard with the thick glasses and the hearing aid plans to protect my money. _____
7. How many years must I have an account here before at least one of your tellers remembers having seen me before? _____



PROSPECTIVE EMPLOYER'S APPLICATION FOR JOB APPLICANT'S ACCEPTANCE

This vital form is presented by a potential employee who may soon have to start making changes in his leisurely life-style to go to work for your outfit. Naturally, this raises a lot of questions about your company's worthiness to ask for such a drastic personal sacrifice. Please take ample time to answer all of the following questions fully and truthfully. Failure to do so could result in my missing a chance to go to work somewhere else that has a better deal to offer.

1. How many weeks of paid vacation will I get the first year? _____
2. Can I take this vacation time before starting work, and if so, who do I see about getting paid for it in advance? _____
3. Must I actually show up for work at least once before phoning in sick, and starting to collect disability insurance? _____
4. Give names and department locations of three attractive members of the opposite sex who are currently hot to start a new relationship. _____
5. Will someone be assigned to punch my time card for me on days when I am late, or must I make my own arrangements for that? _____
6. List some items of value that employees can safely carry out of the building without being stopped by the guard at the front gate. _____
7. If I start next Monday, how soon can I retire with full benefits? _____



POTENTIAL COUNTRY CLUB JOINER'S REQUEST FOR MUTUAL DISCLOSURE OF INFORMATION

While your Membership Screening Committee is naturally concerned about admitting an applicant whose character, morality and community standing may not measure up to your standards, it is equally true that the applicant presenting this questionnaire isn't sure he wants to associate with you either. Therefore, please be advised that said applicant doesn't intend to write his check for membership fees until your club officials have written their answers to the questions on this form.

1. Can I assume that you asked all those personal things about my religion because you want to be sure I don't have any, and will thus be available to play golf with you on Sunday? _____
2. I notice that you've had trouble finding black people who want to join your club. Would you like my help in finding some for you? _____
3. As community leaders, don't you feel obligated to tell the police that club members gamble for real money on your golf course? _____
4. In reference to Question Number 3, shouldn't your police report also mention the gambling in your card room? _____
5. Is that guard at the gate supposed to keep non-members from entering, or to keep members from leaving when they're too drunk to drive home? _____
6. What does your Pro Shop do with all the money it makes selling 75-cent golf balls for three-dollars apiece? _____
7. Did you ever stop to figure that I could play 800 rounds of golf a year at a public course for less than you charge in annual dues? _____



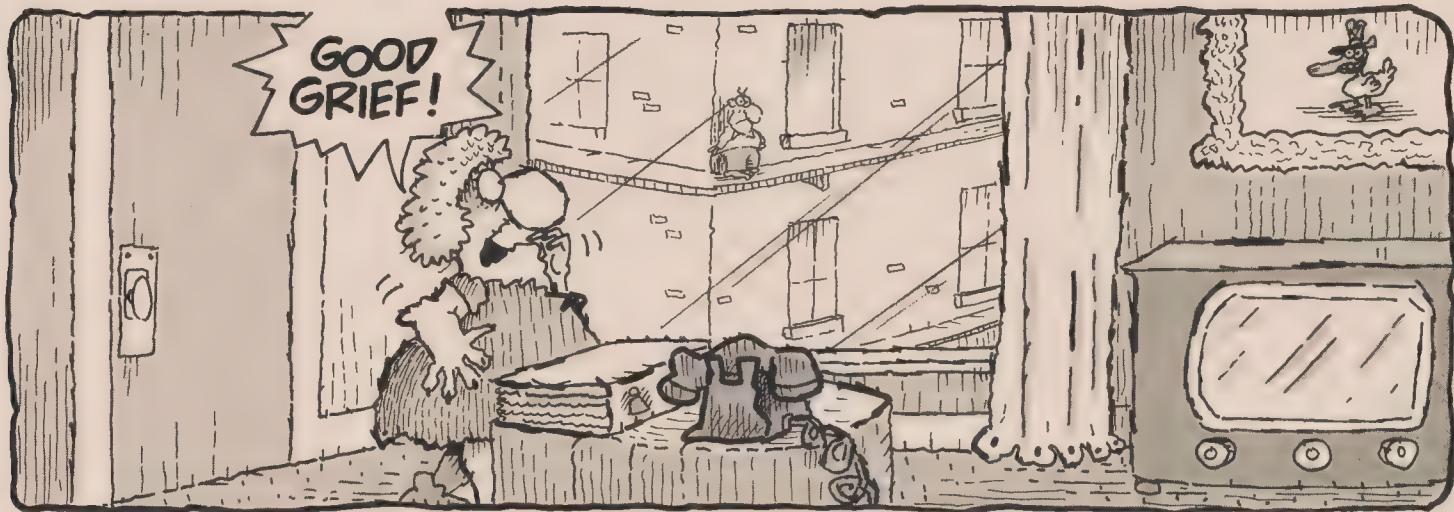
CAMPUS ADMINISTRATORS' STUDENT ACCOMMODATIONS TEST

READ ALL INSTRUCTIONS BEFORE
ATTEMPTING TO ANSWER QUESTIONS!

This S.A.T. Exam is being given to selected college administrative personnel and professors by a recent high school graduate who has the tuition money your school needs. Therefore, acceptable answers to all questions are of utmost importance if you hope to enroll this desirable young person. This S.A.T. may determine the whole future course of your life. So don't get nervous and blow it all by choking up.

1. Do your dormitories have any Freshman Restrictions, such as a curfew requiring me to be in by breakfast time? _____
2. Is there an adequate number of students of the opposite sex on campus, and, if not, what steps are being taken to correct this? _____
3. Does your library have plenty of dimly lit, secluded corners where I can take a date on occasions when I can't afford a motel room? _____
4. How far off campus (plus or minus one block) is the nearest tavern employing a bartender who never checks I.D.s? _____
5. Name at least three potential All-American football players who have signed letters of intent to enroll at your school next fall. _____
6. Are your faculty members specifically instructed not to give hard homework assignments that might interfere with my social life? _____
7. Use this space to give your sworn assurance that you can get me a job paying at least \$30,000 a year following my graduation. _____

THE STUPEFYING SUICIDE SITUATION

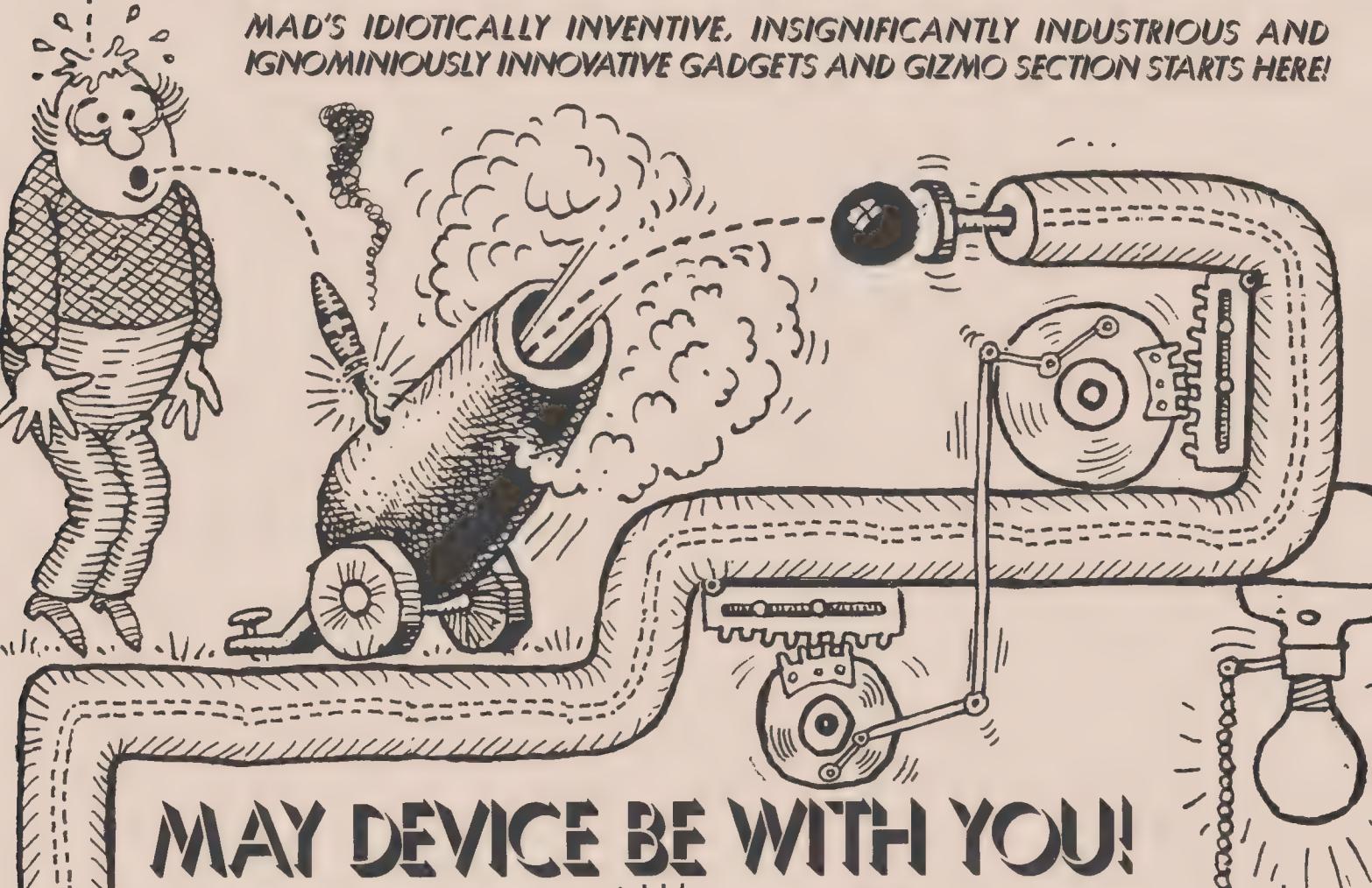




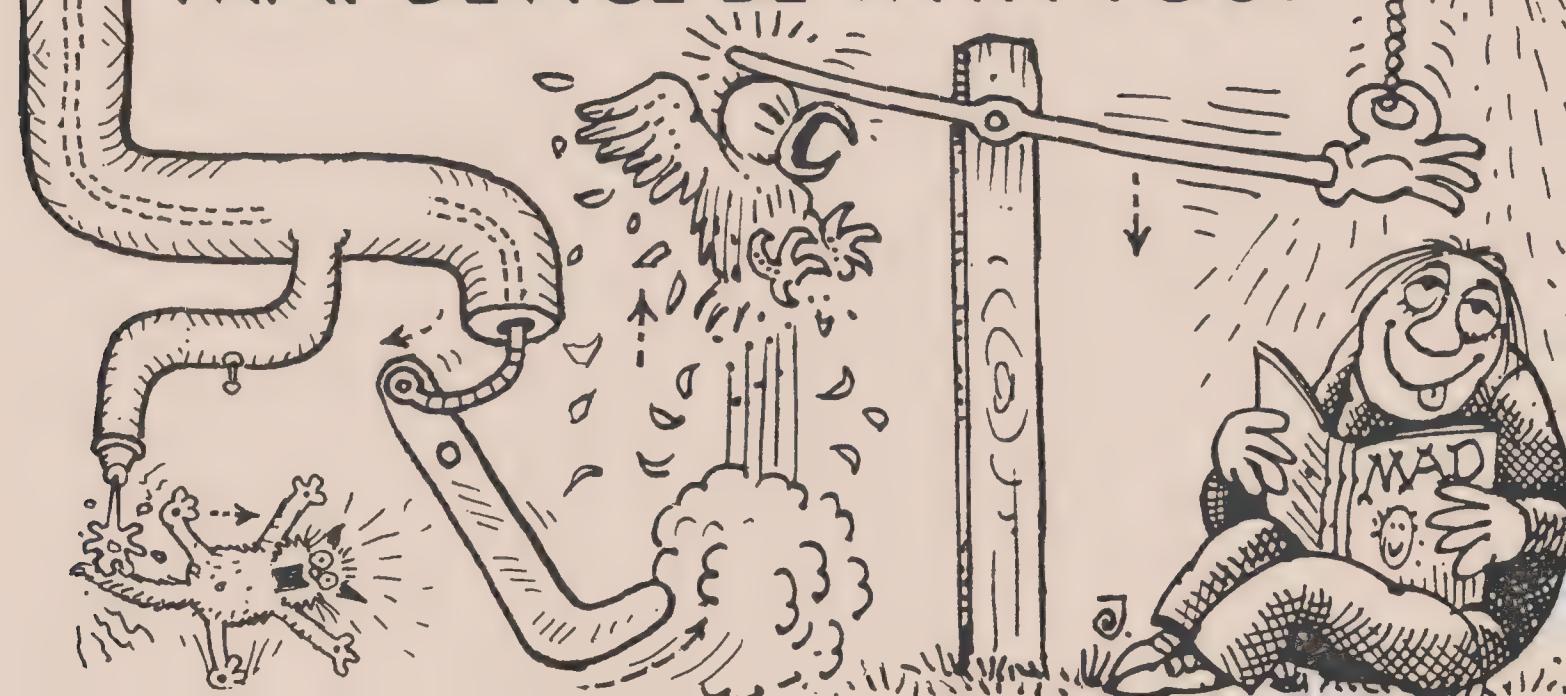
**WARNING: This special section may cause drowsiness.
Do not operate heavy machinery while reading!**

WELCOME TO THE MACHINE!

MAD'S IDIOTICALLY INVENTIVE, INSIGNIFICANTLY INDUSTRIOUS AND
IGNOMINIOUSLY INNOVATIVE GADGETS AND GIZMO SECTION STARTS HERE!



MAY DEVICE BE WITH YOU!



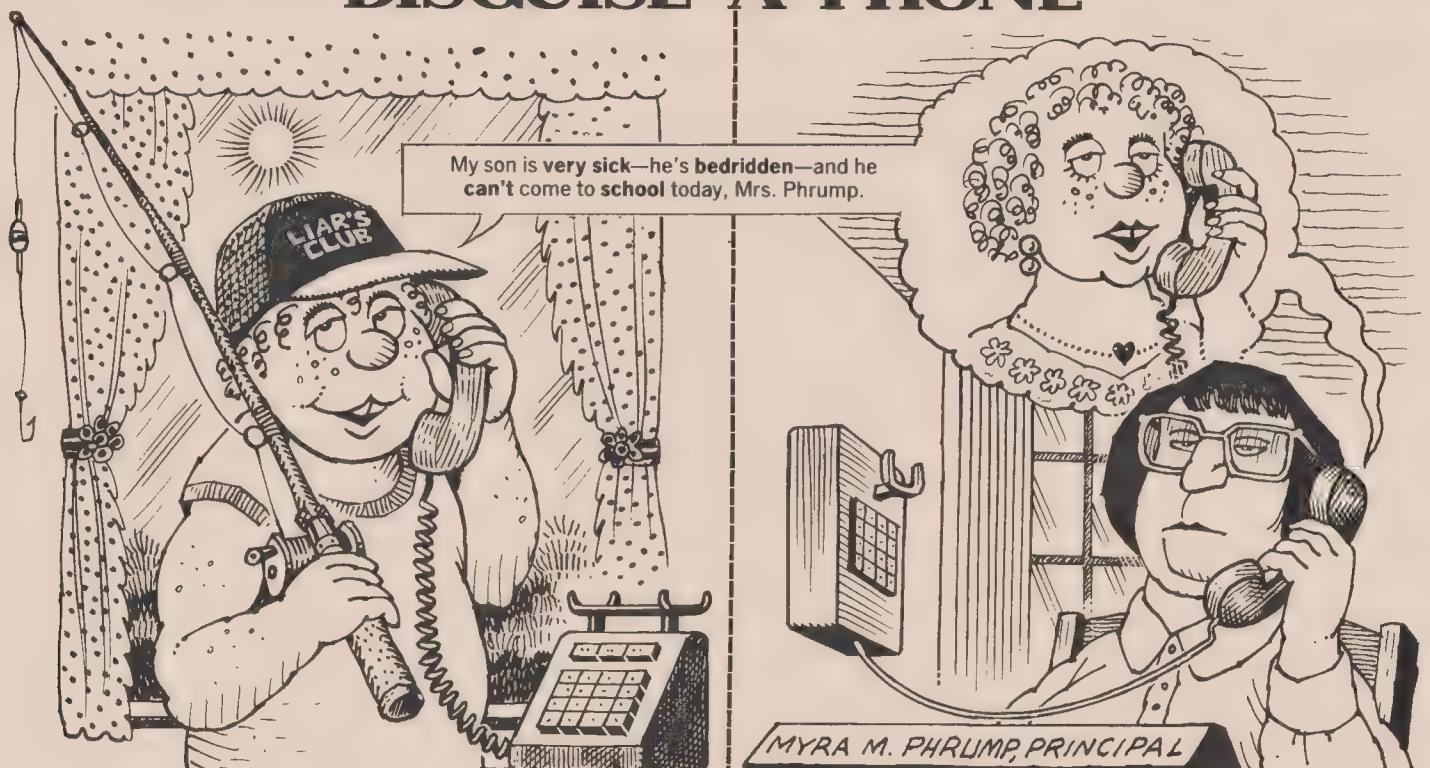
Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE

WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

DISTORTION-PHONE

If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably hate outrageous phone bills! Get Distortion-Phone!



Call your friend long distance and switch on Distortion-Phone. Speak normally. Its special circuits make your voice almost unintelligible.

Bob, I can't understand you. Your voice is distorted. Hang up and let me call you back.



That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20-second initial call!

TRANSLATE-A-PHONE



Hello, Moishe's Kosher Deli? Send up two knishes, one matzo ball soup, and...



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, "Tomber my pantaloni!"

PROXY-PHONE



Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

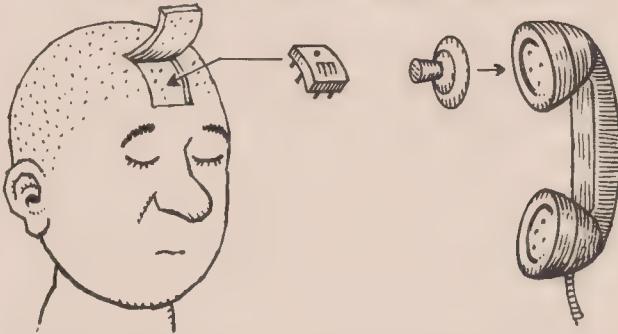
METER-PHONE

The donkey ran out when the cops arrived —can you believe it?! Jim was still unconscious and he was sitting on my—*CLICK!



Time is money! Keep track of every last penny with Meter-Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at \$2.00!

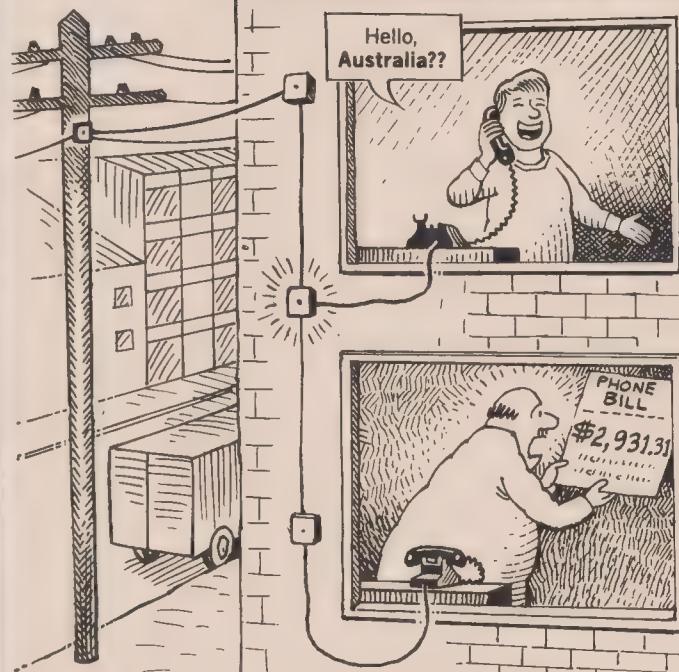
THINK-PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think-Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!

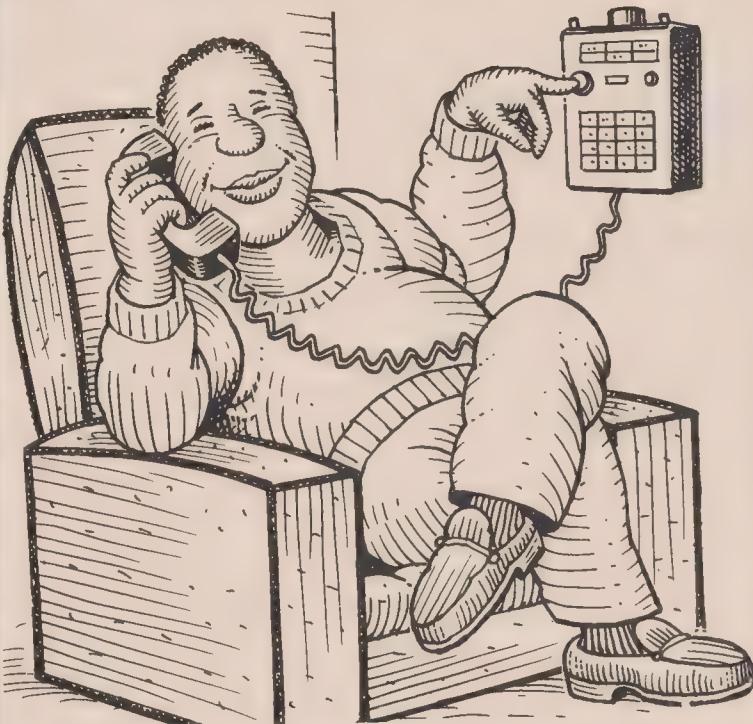


TAP-A-PHONE



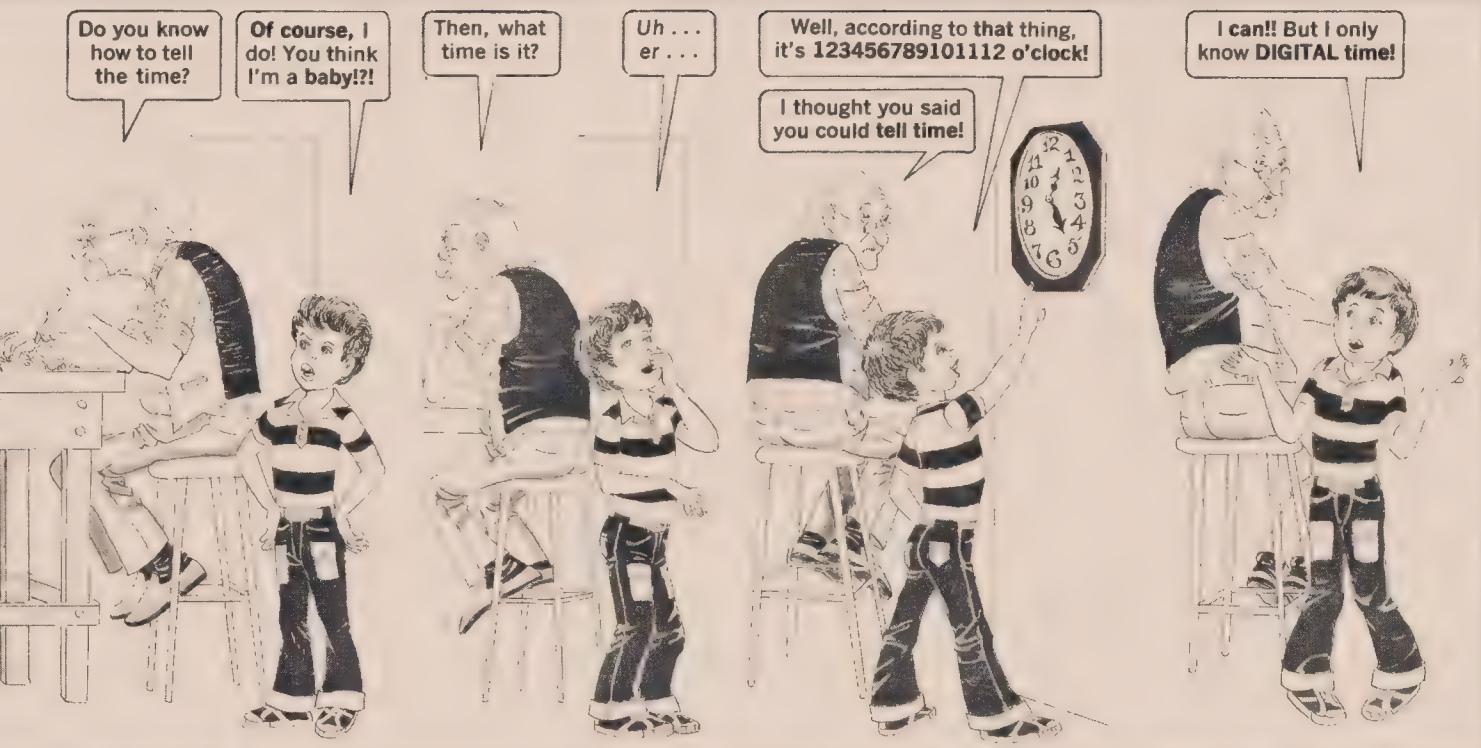
This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT-A-PHONE



This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)





BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

GAD



Listen, everybody! I installed a smoke detector! Some time tonight, we're going to test it and have a fire drill! When you hear the alarm, get out of the house!!

Cigarette smoke doesn't set it off!

That's why I'm lighting this piece of paper!

Okay . . . everybody! Out of the house!!

Well, at least we know the alarm works!



GETS

WRITER & ARTIST: DAVID BERG

I've got this marvelous new "Touch Command Timer" that's computed to turn things "on" when I'm not at home!!

It turns on the lights . . . it turns on the water sprinkler . . . it turns on the radio . . .

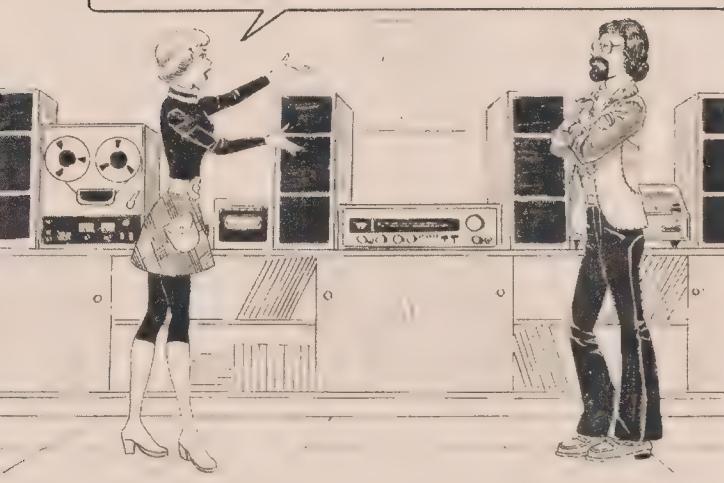
It even turns on the electric oven and starts dinner while I'm away!

If it does all that . . . why are you rushing home?

I forgot to turn it on!!



What's going on here? First, you bought a stereo receiver and two loudspeakers! Then, you added a record player! Then, you added a reel-to-reel tape recorder! Then, you added an 8-Track, a cassette player and two more loudspeakers! When will it end?!



You see the back of this receiver . . . where there are a bunch of plug holes for various component parts?

Right . . .



It'll end when I run out of plug holes!



Here we are, both finished with our day's fishing . . . and all I have to do is take this compact fishing gadget, fold it up, and stick it into my pocket . . .



... while you're loaded down, carrying that big clumsy rod, that heavy reel, a tackle box full of hooks and flies . . .



... a gaff, a net and all that foul-weather gear!



You're right! I am loaded down, carrying all this stuff!

Especially with this big pail of FISH!!



Arnold, baby, you look like you've got the weight of the whole world on your shoulders! Why the hangdog expression? What's eating you, anyway?



I've got troubles! Big troubles! I'm terribly worried about my Wife!!

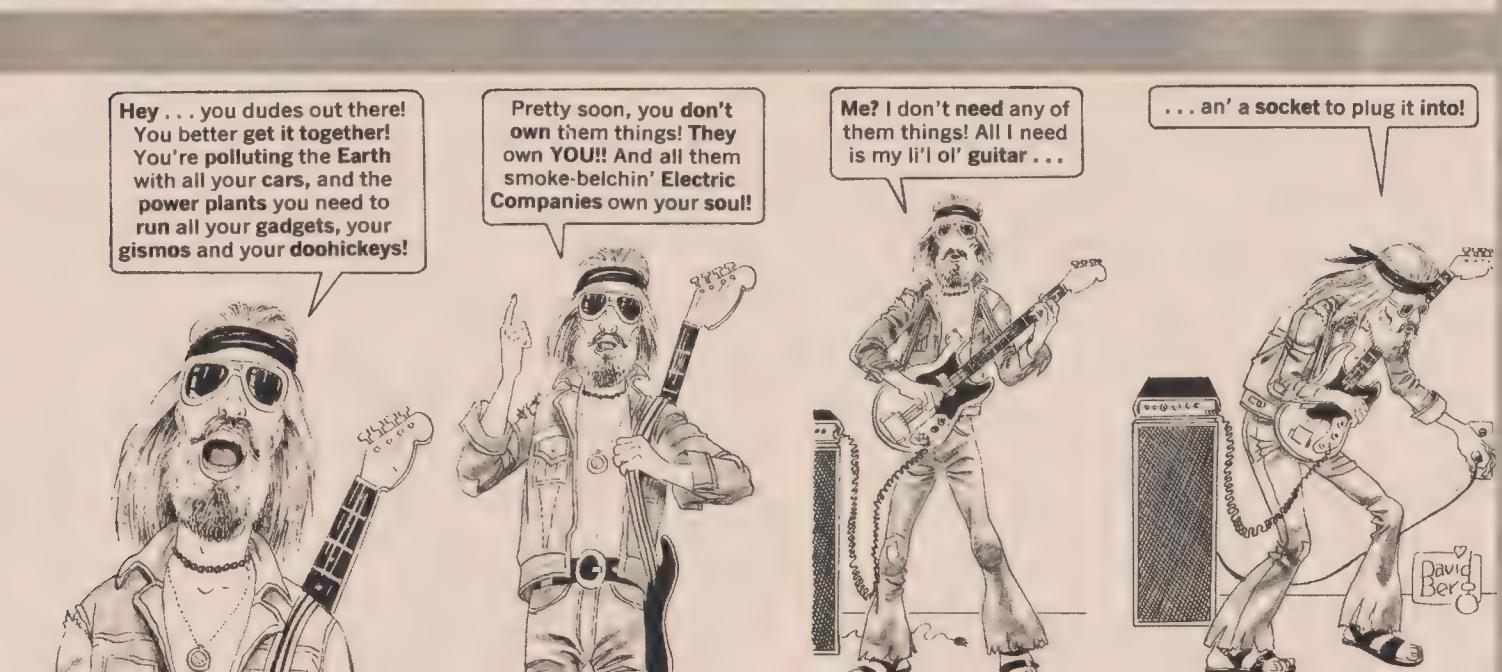
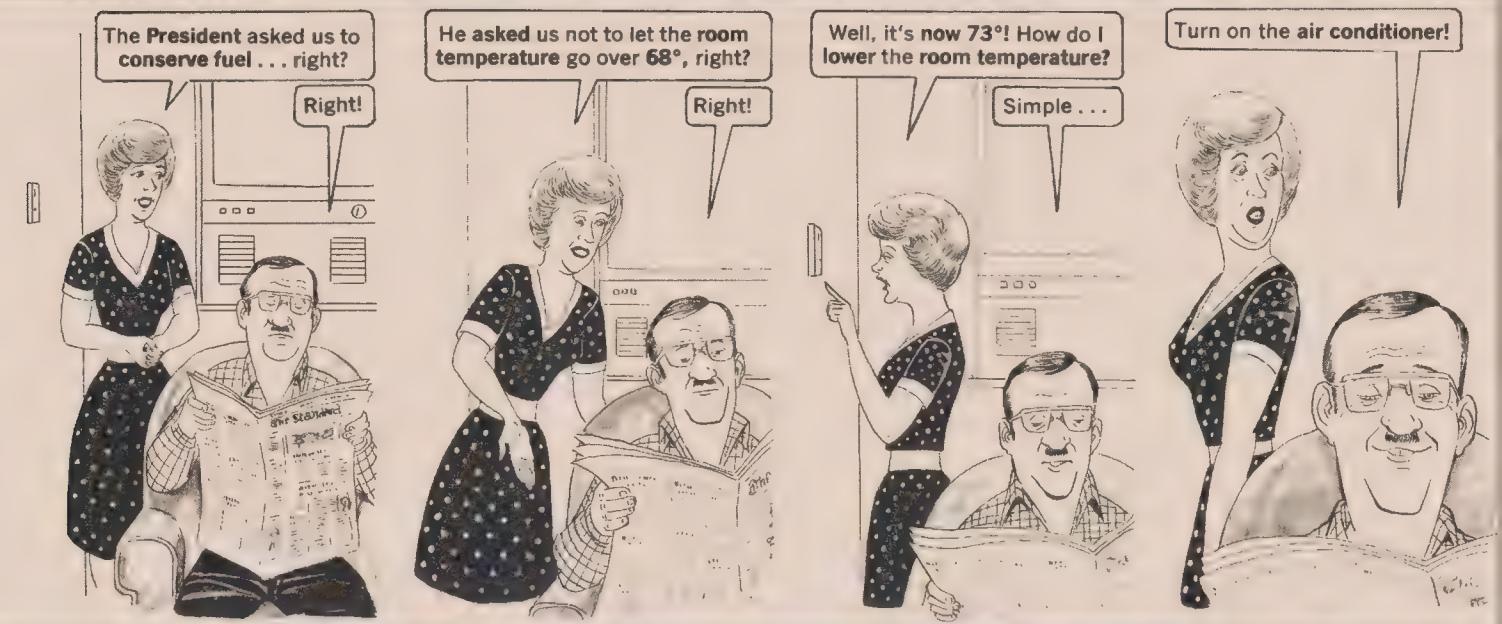
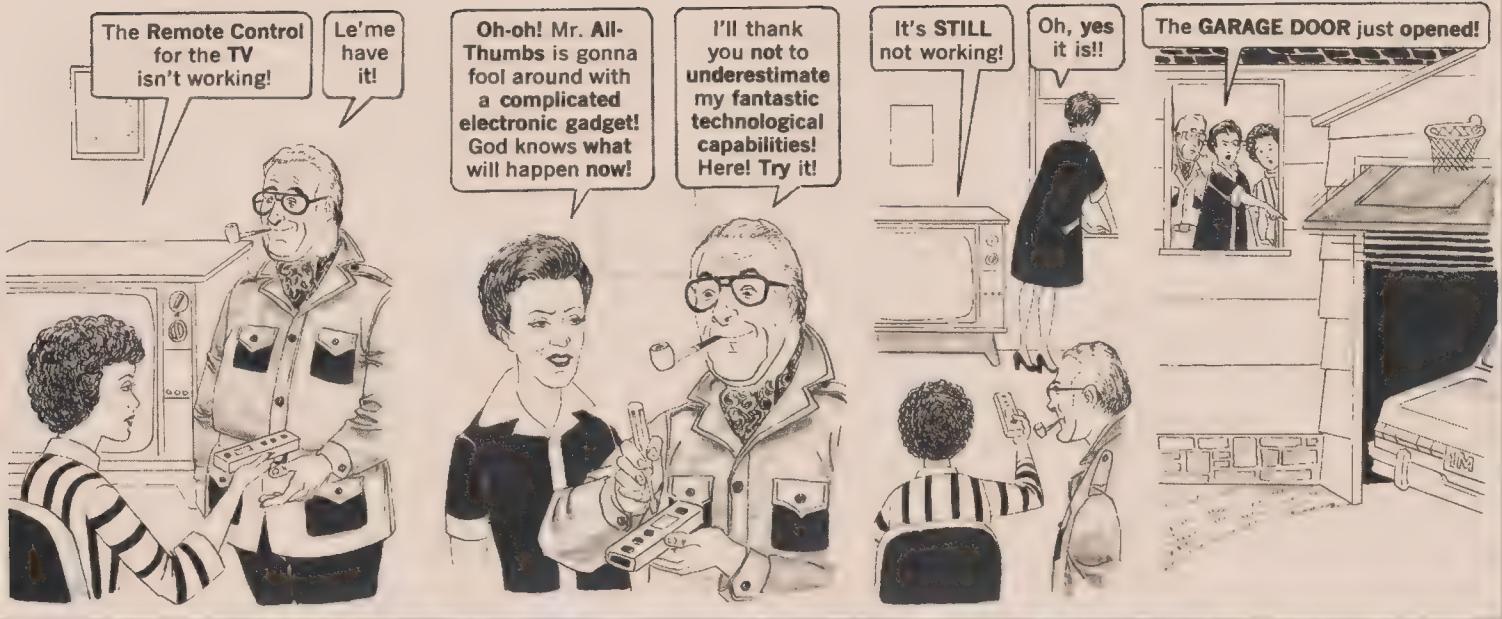


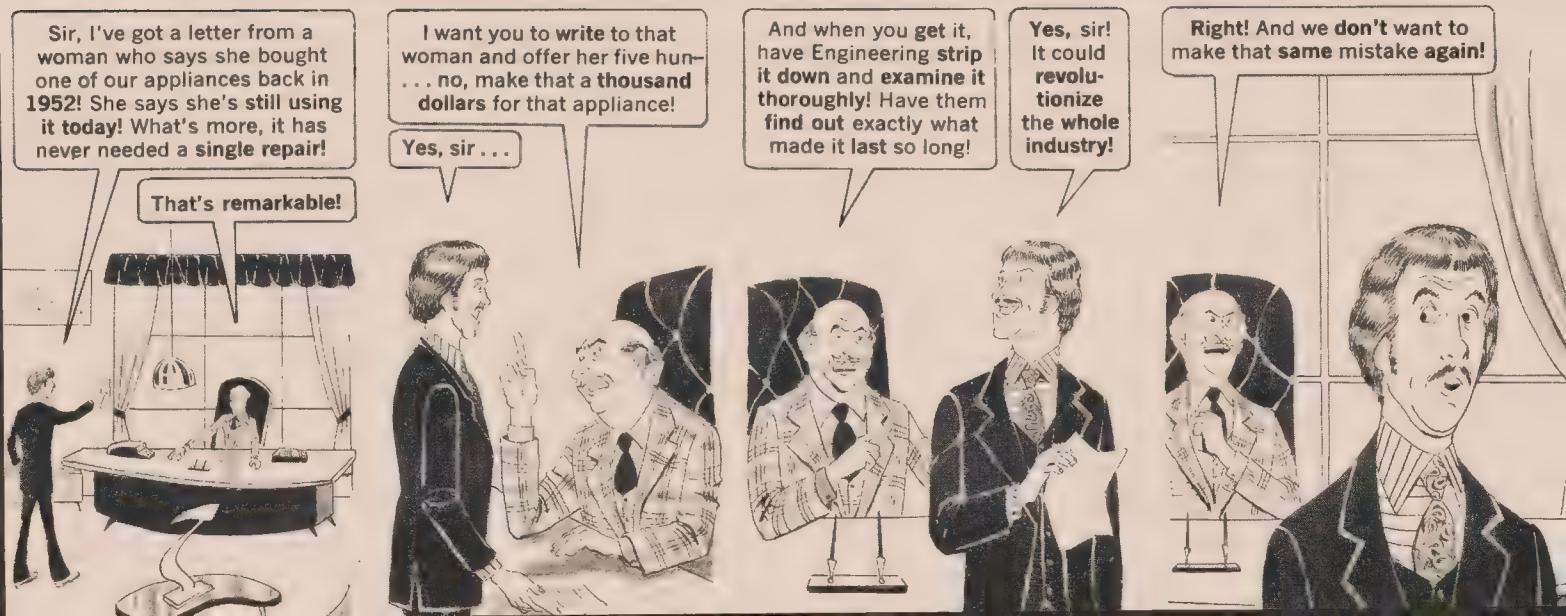
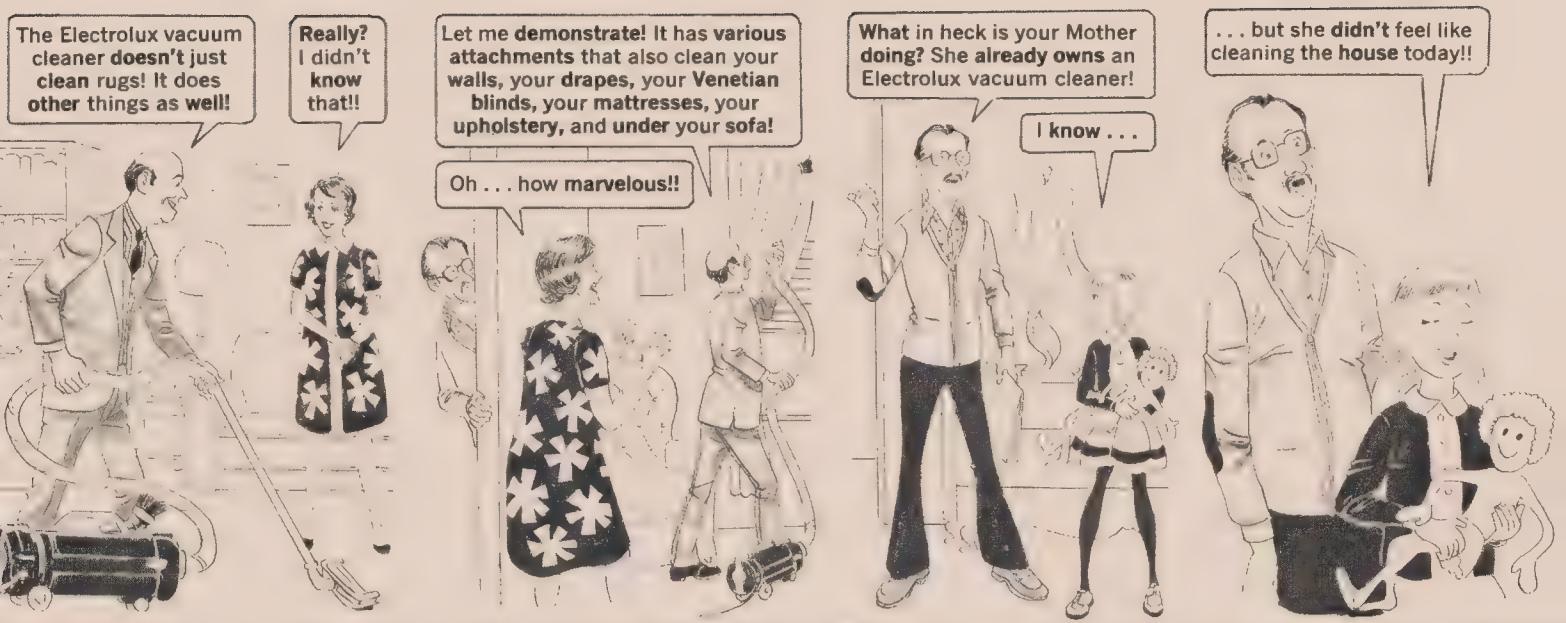
Your WIFE!! Oh, my Lord!!

But, she's so young! The last time I saw her, she seemed so robust—so healthy! Tell me, Buddy-boy, what has she got?!

My brand new \$14,000 car!







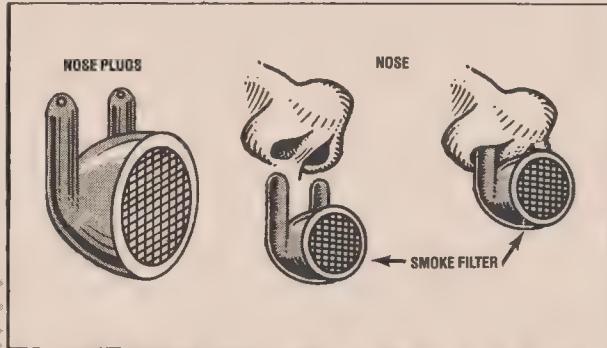
ALL JAFFEE DEPT.

When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense and so on. But for most of us, this is meaningless. After all, how often do we have a need for a microprocessor-driven, laser-guided ingot-splitting device? For the kinds of problems we face, we'd much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

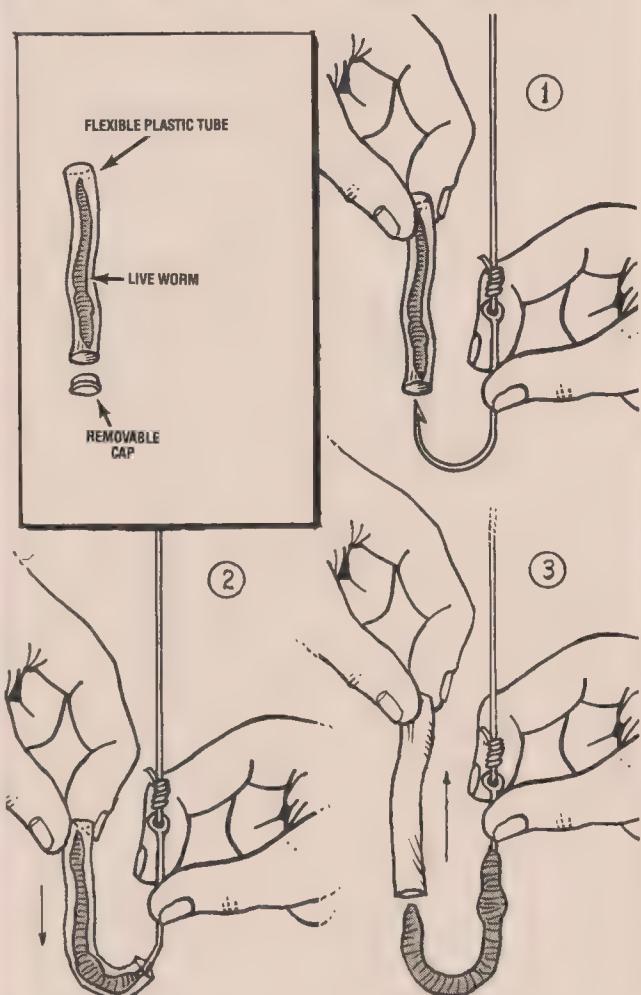
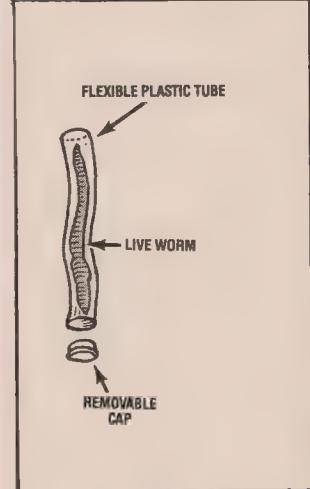
ARTIST AND WRITER: AL JAFFEE

THE NOSE HOSE



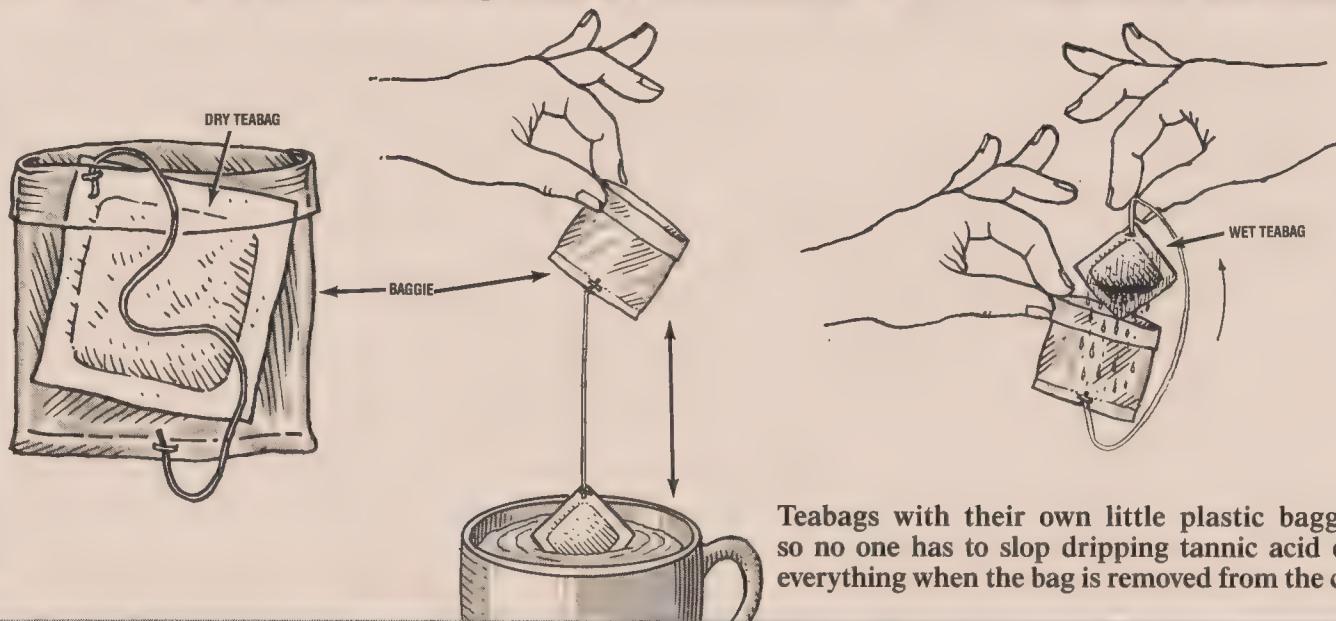
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



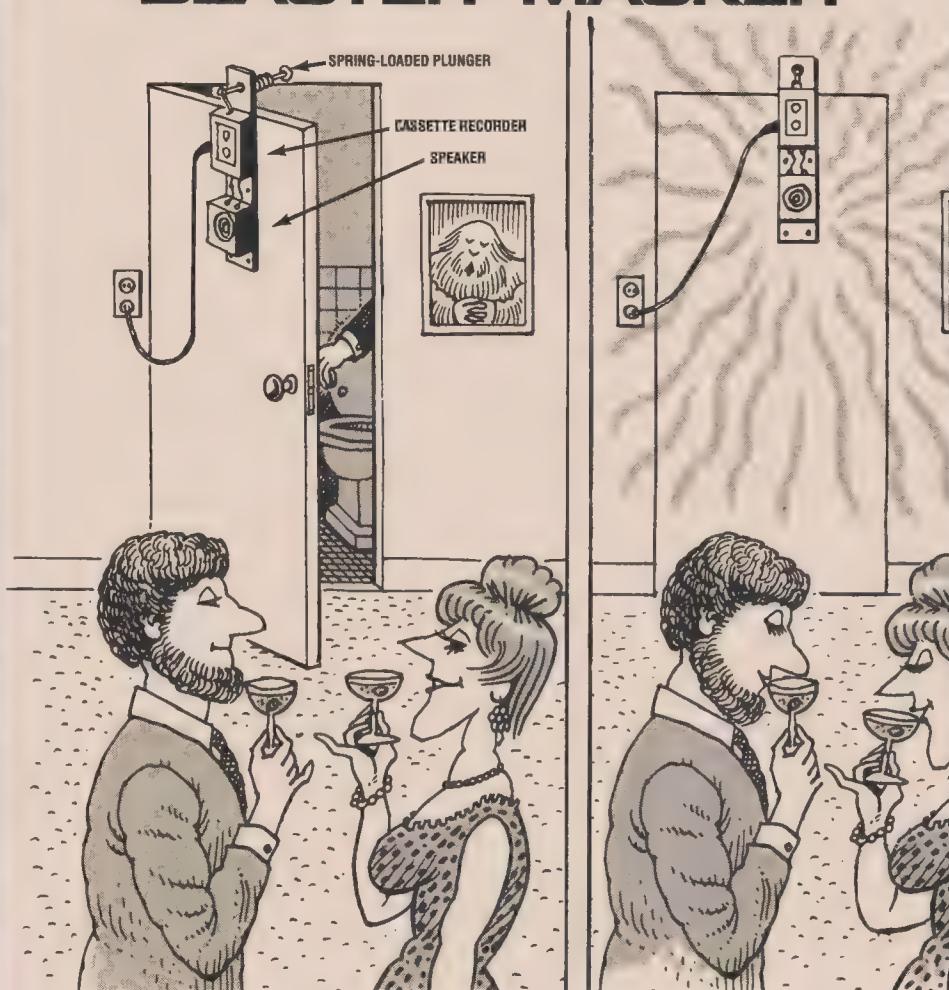
Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



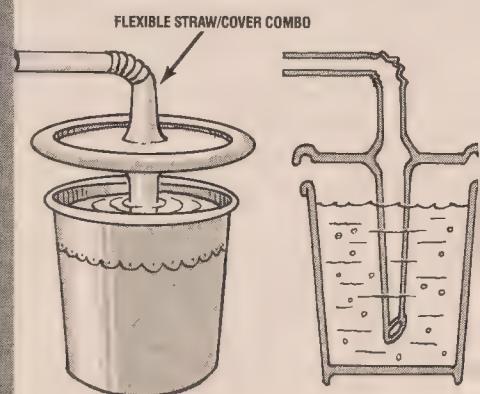
Teabags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



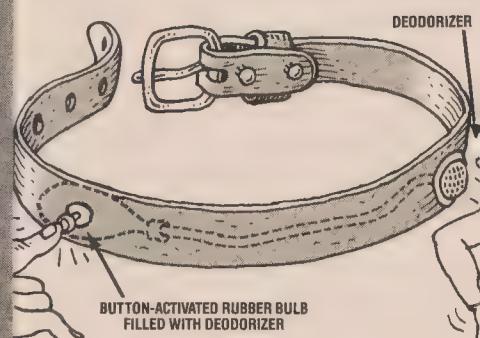
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO-



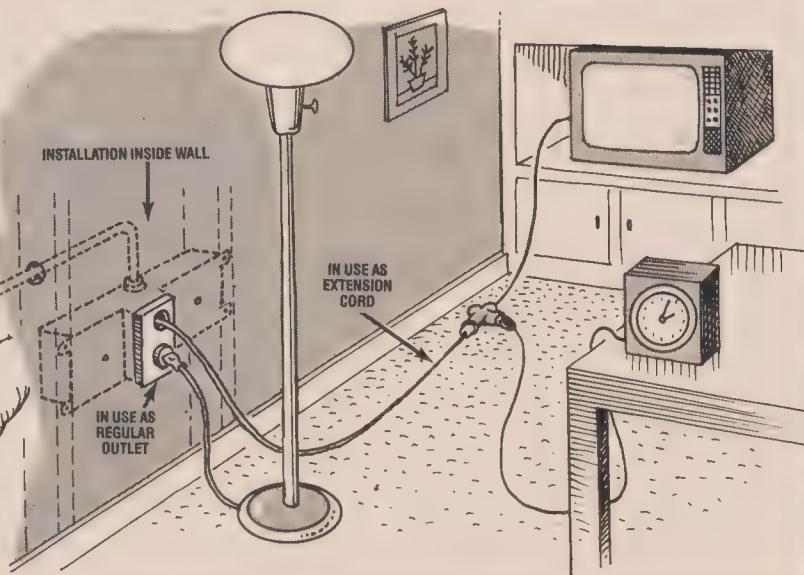
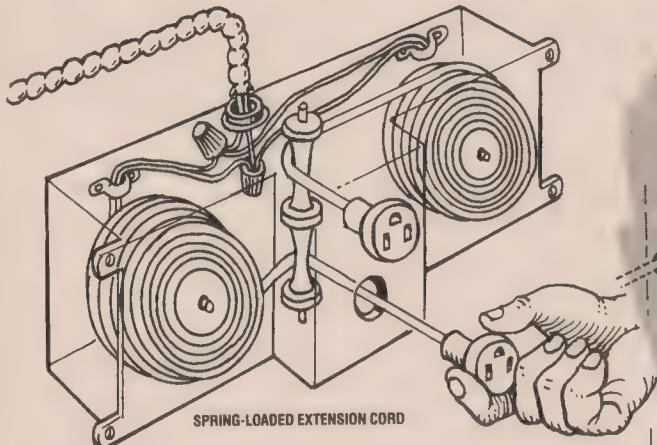
Take-out soda cup covers with built-in flexible straw/cover combo.

THE STENCH



A belt that, at the push of a button, releases strong deodor-

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.

-DRIP SIPPER



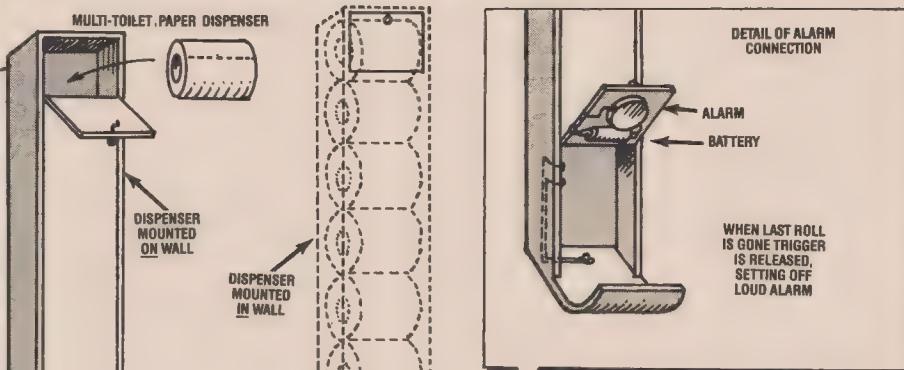
in straws for safe
use while driving.

QUENCHER



ants that mask foul smells when
stuck in a hot crowded place.

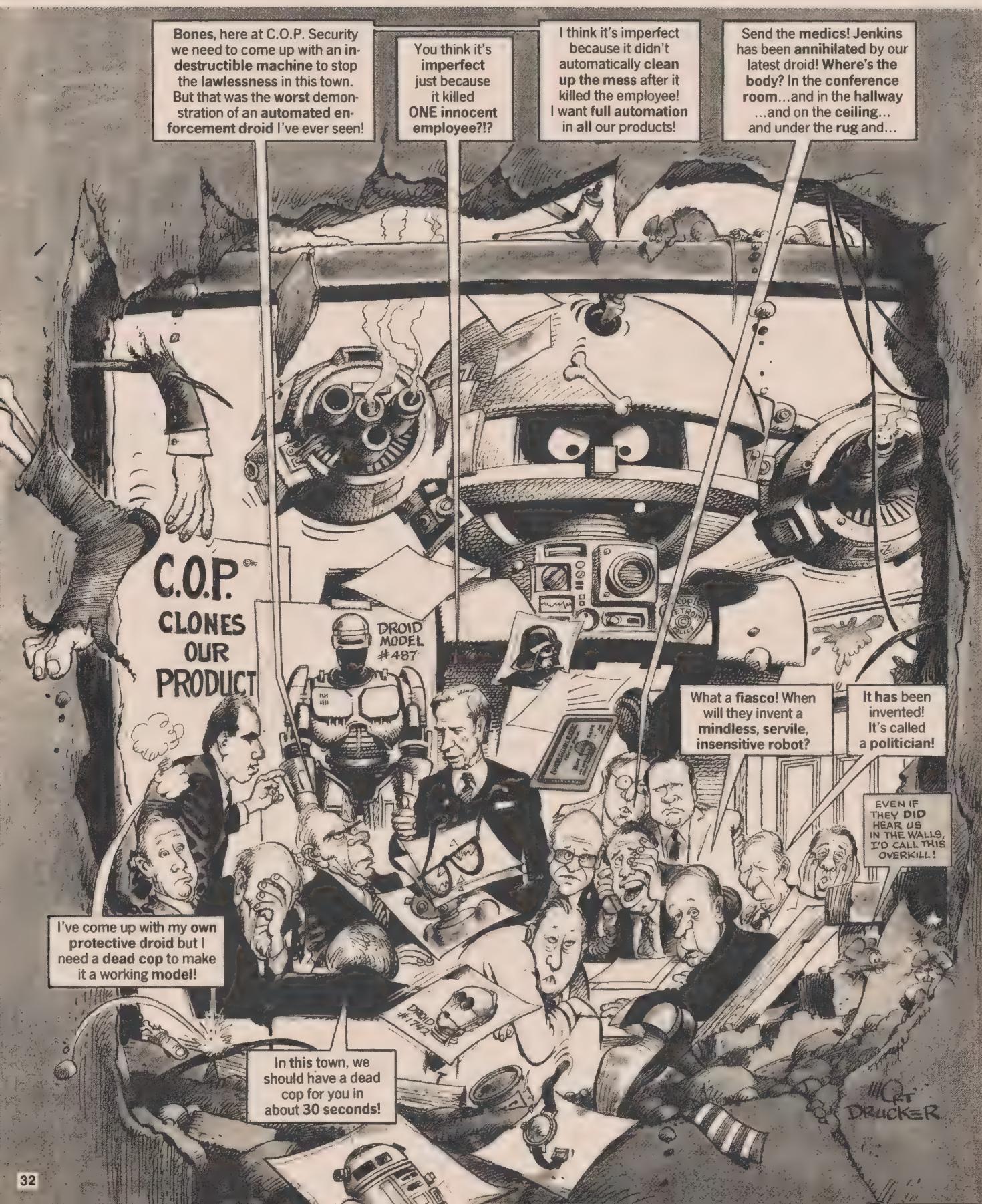
THE NO-PANIC PAPER PURVEYOR



A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.

ASSAULT AND BATTERY INCLUDED DEPT.

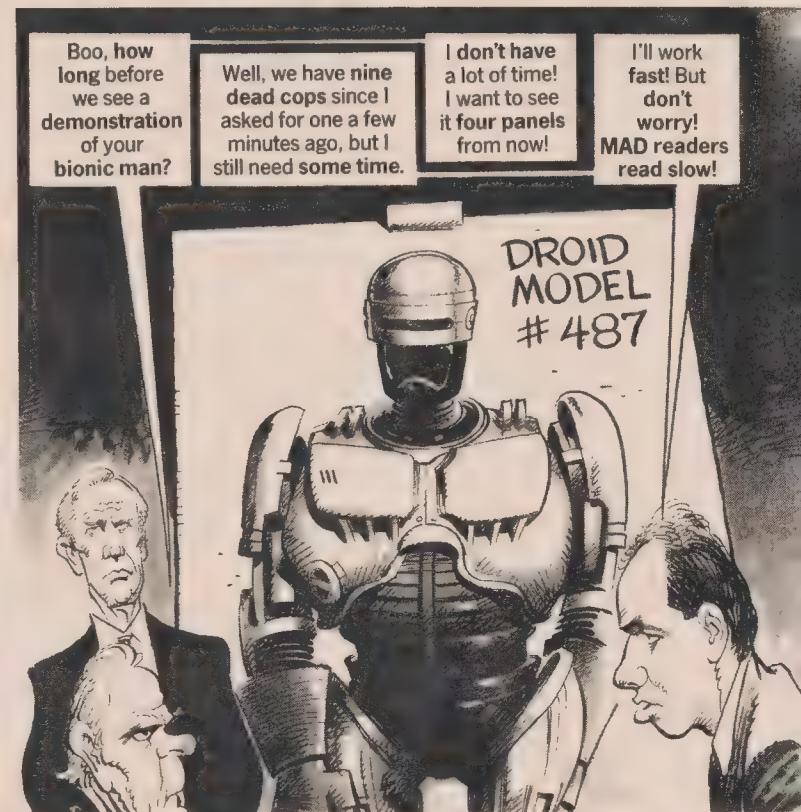
There was a movie out this summer in which the main characters caused violence, torture, death, anarchy and senseless property damage—and they were the good guys! The bad guys were responsible for even *more* misery and wreckage! But the destruction caused by the good guys and bad guys combined was nothing when compared to the incredible carnage caused by...

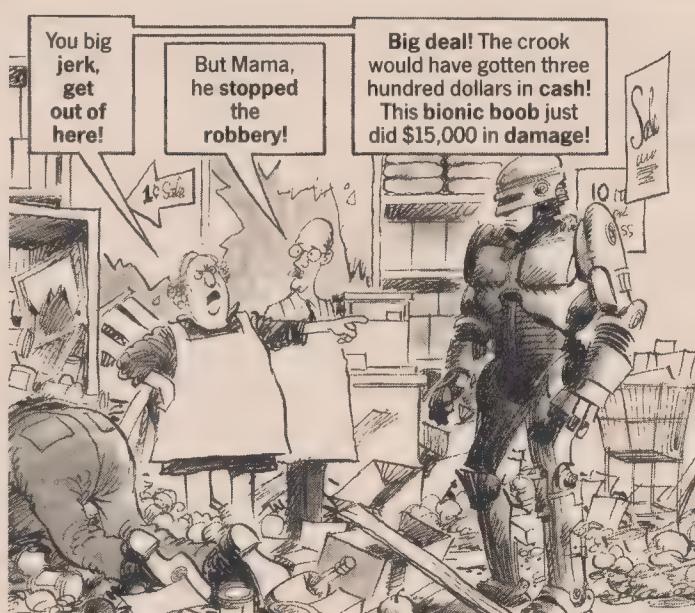
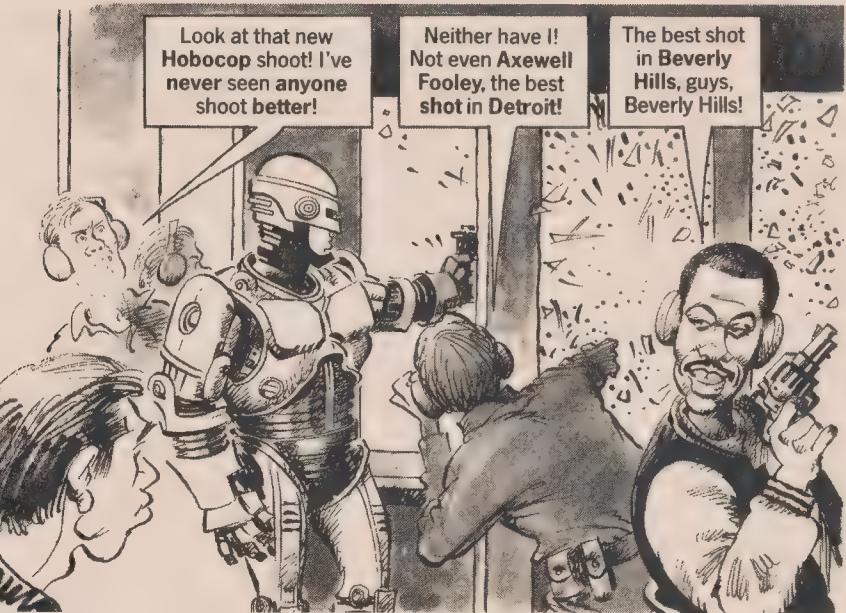
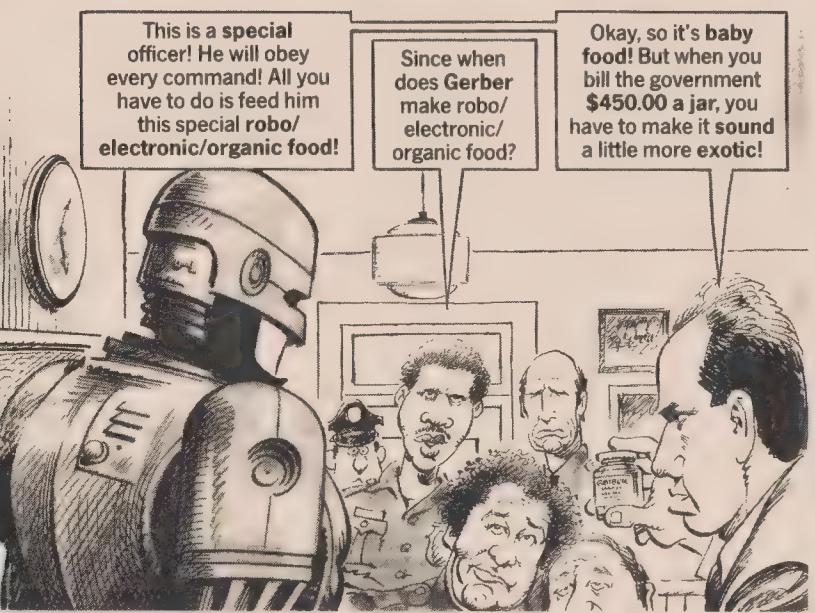


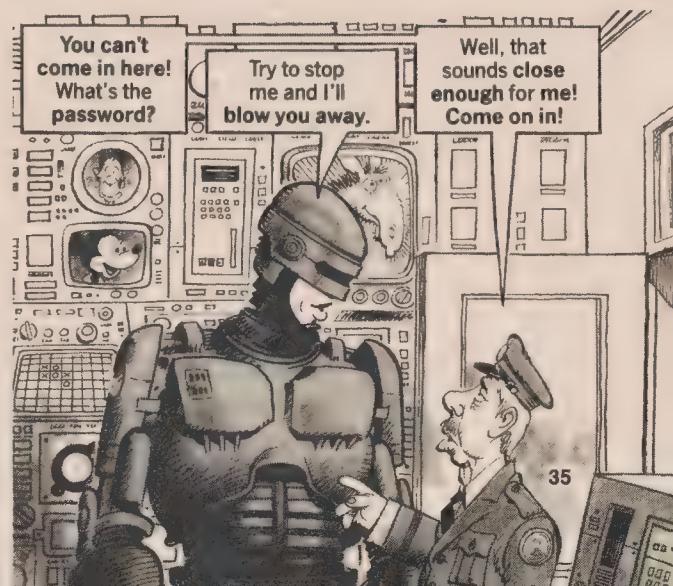
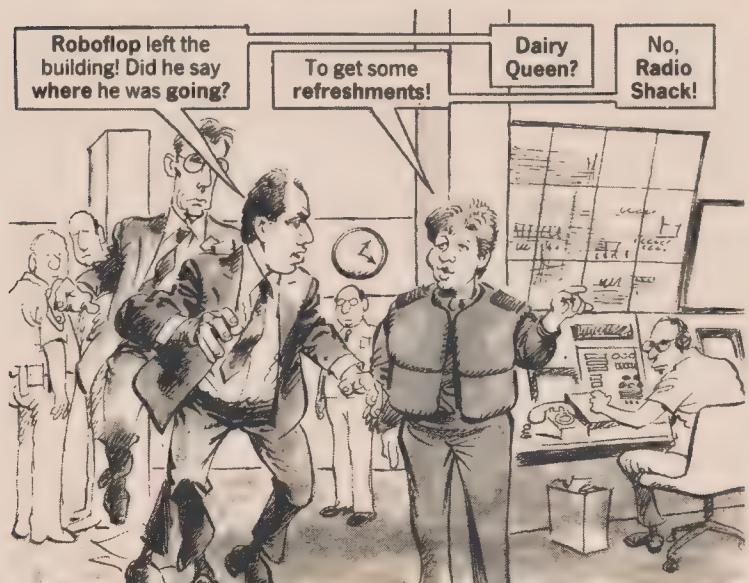
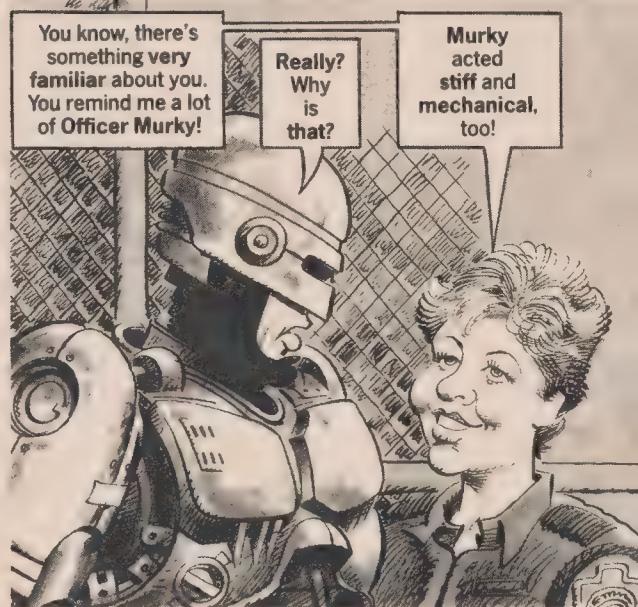
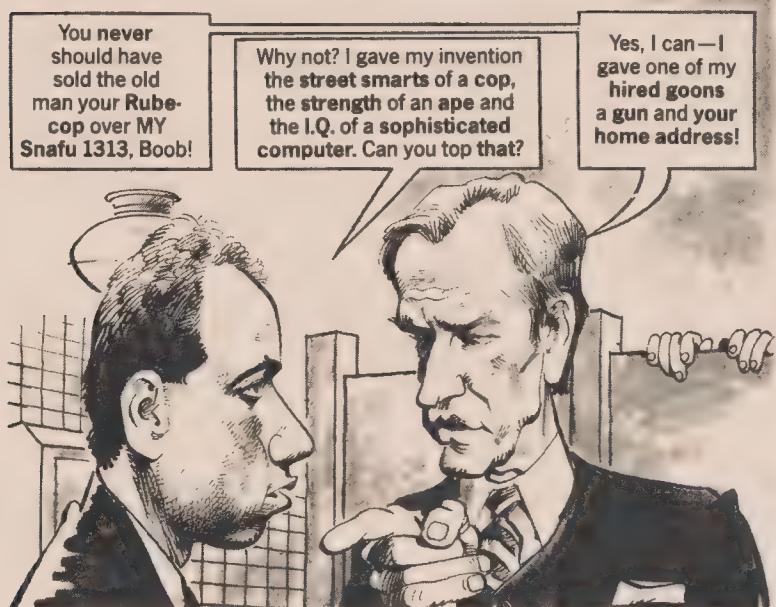
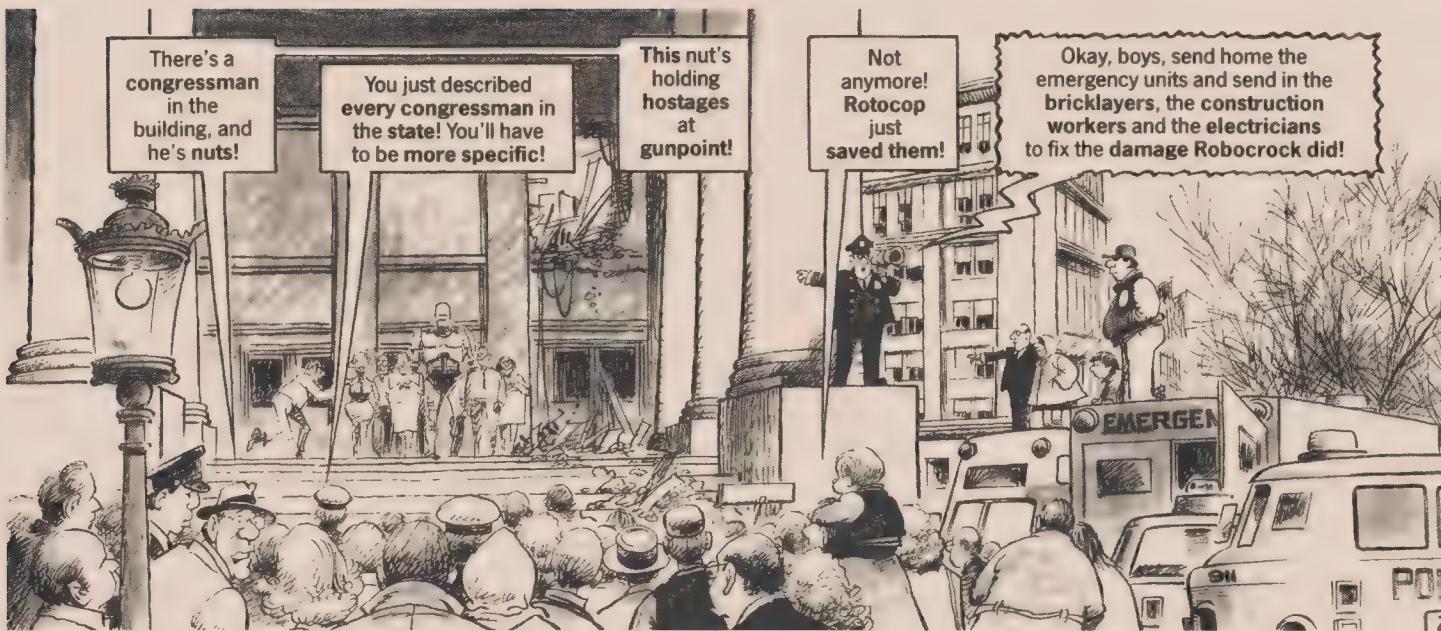
ROBO COP

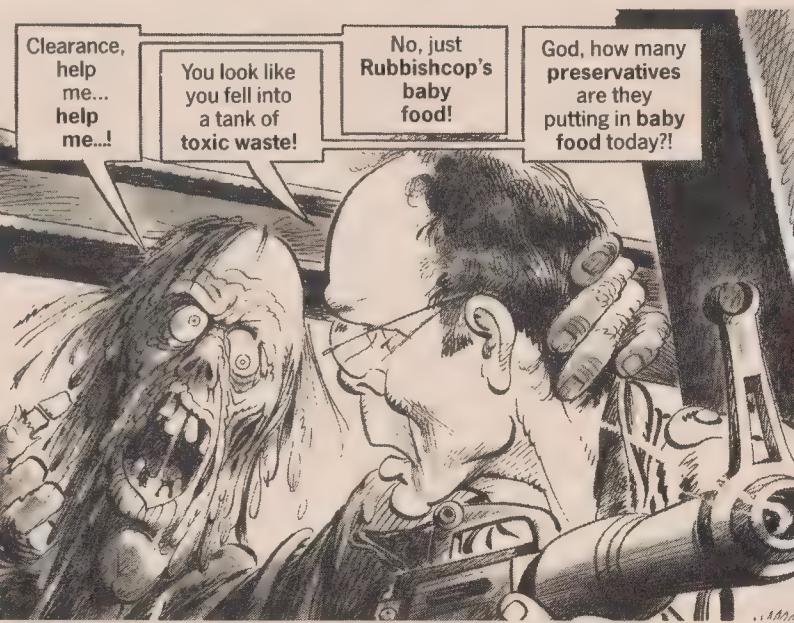
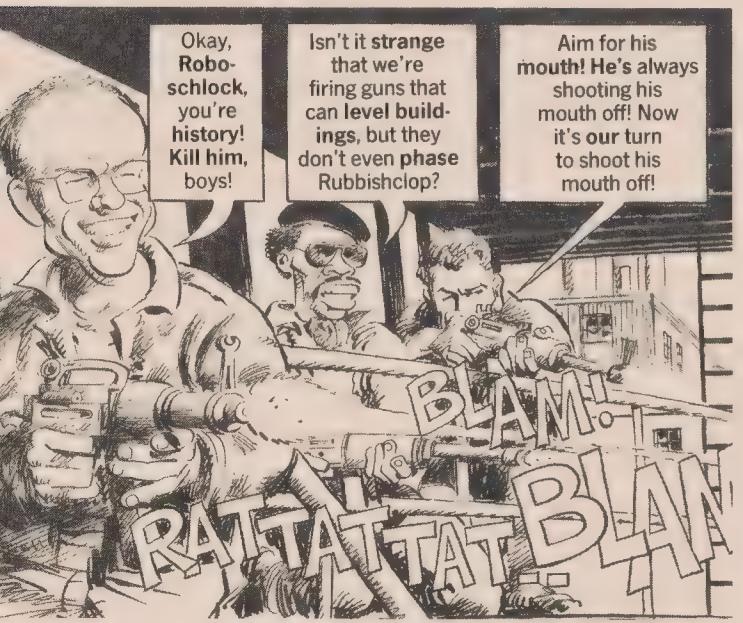
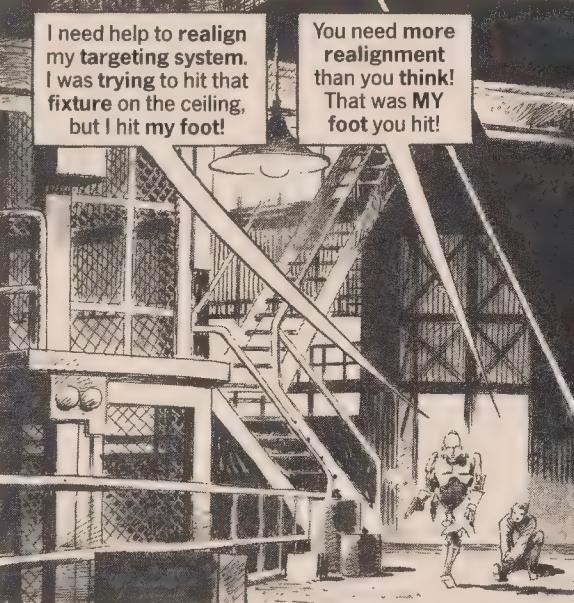
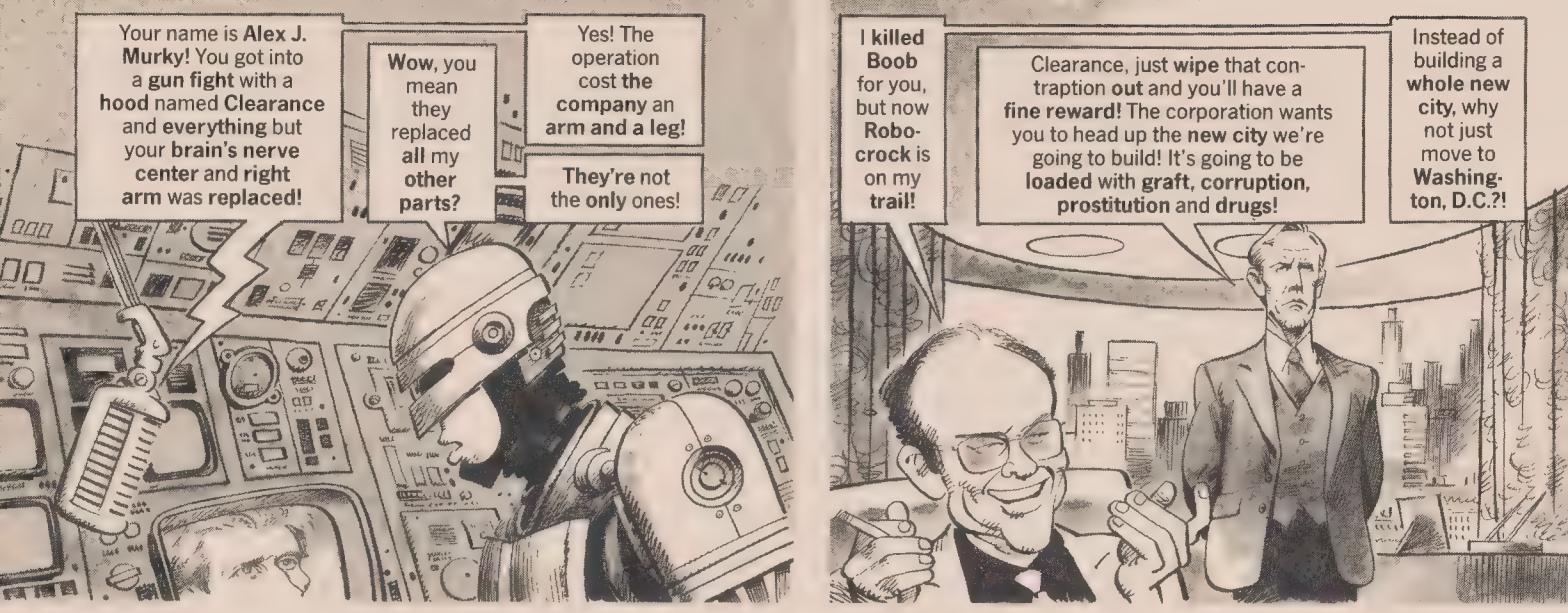
ARTIST: MORT DRUCKER

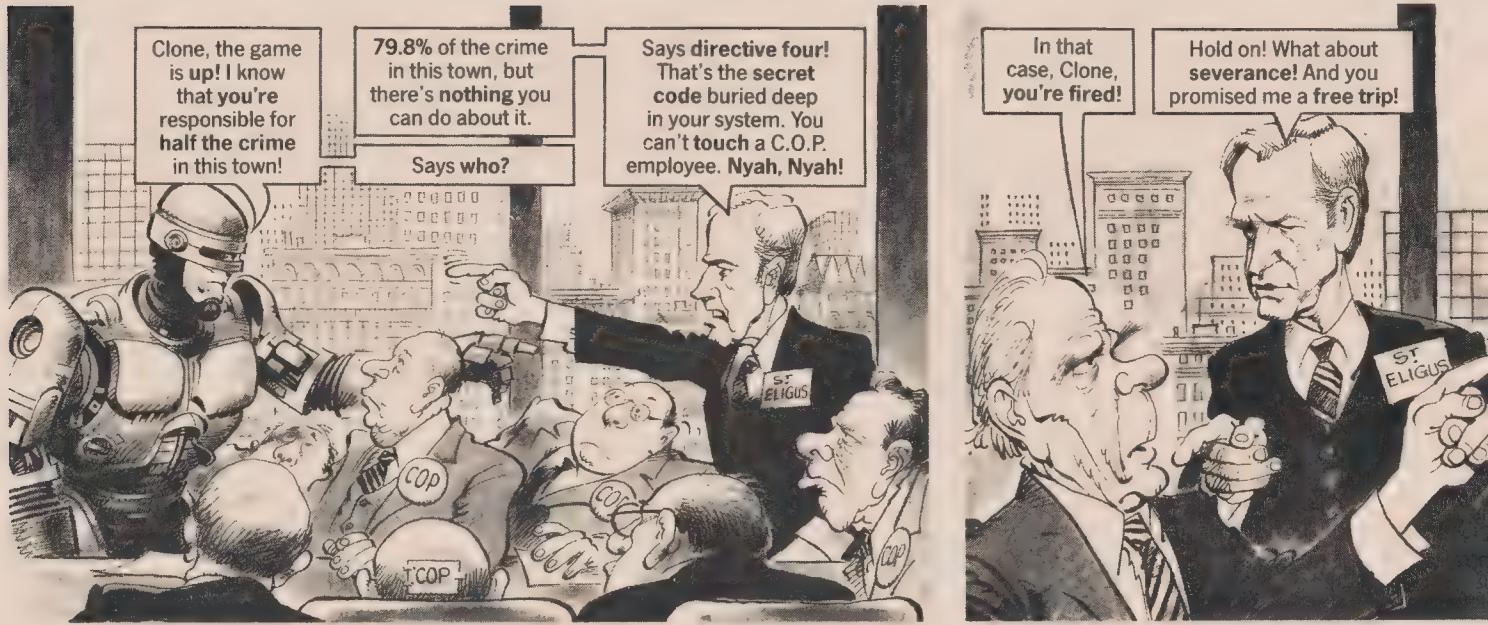
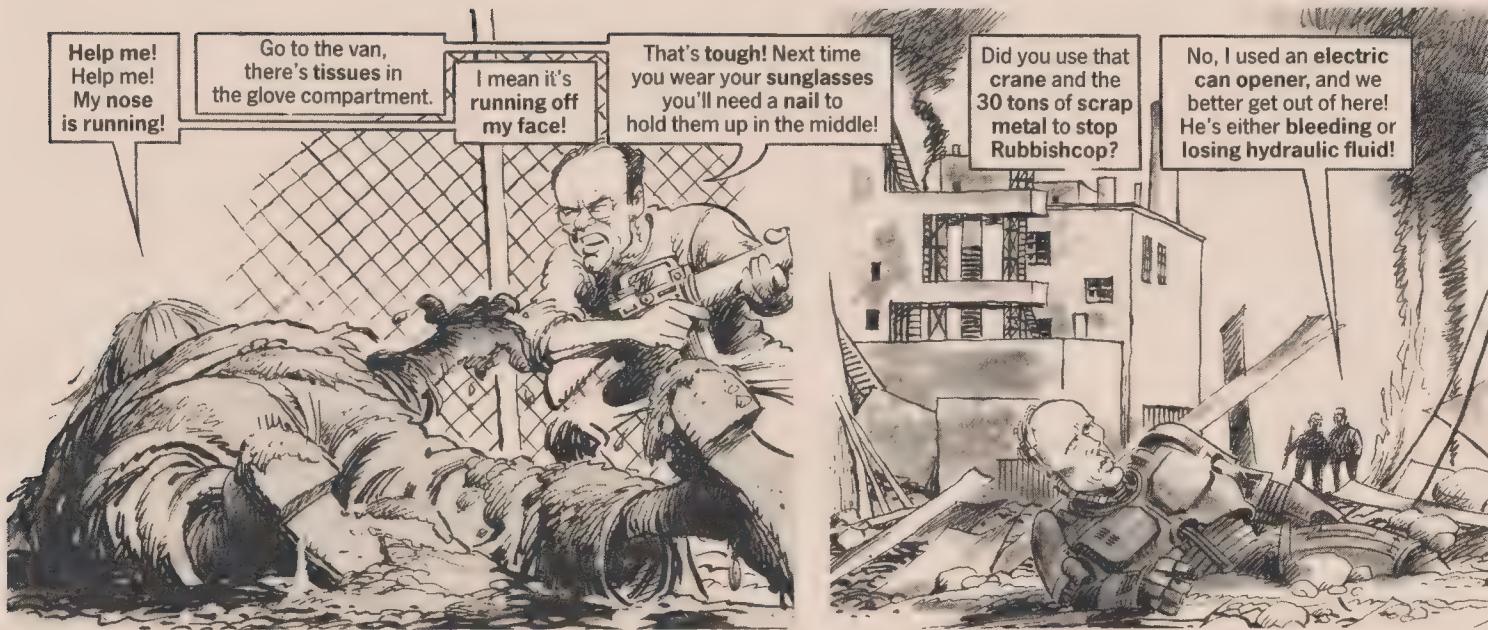
WRITER: DICK DEBARTOLO











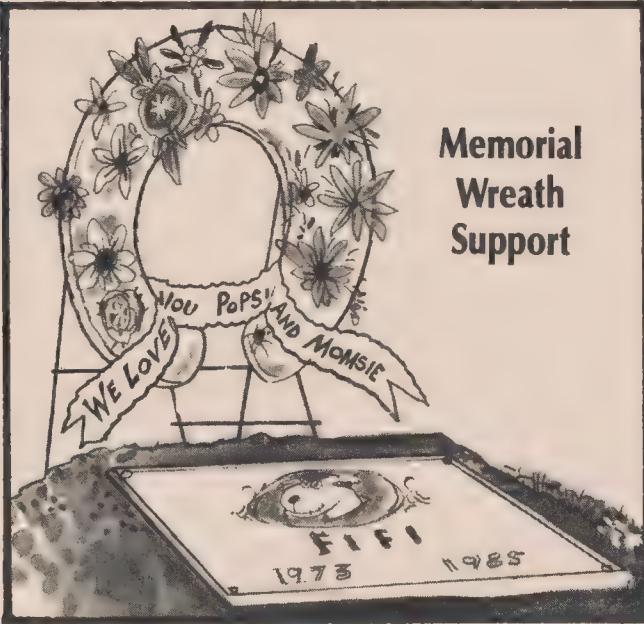
RECYCLING TO

Shampoo Neck Brace

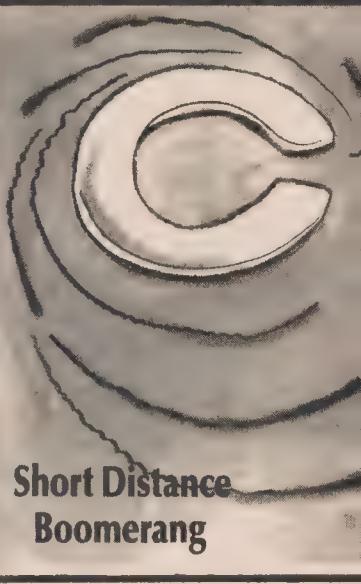


Baby Walker

Snow Shoes



Memorial
Wreath
Support

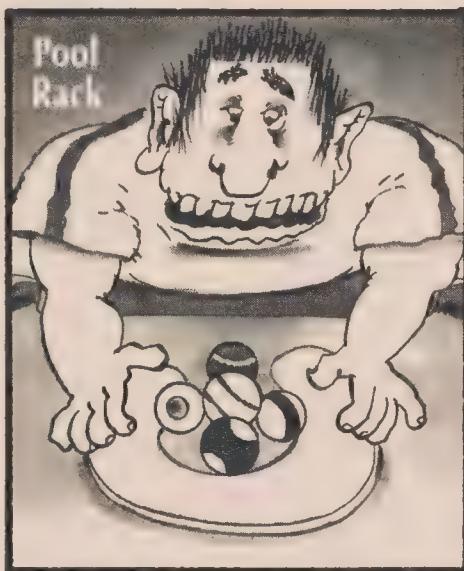


Short Distance
Boomerang



POILET SEATS

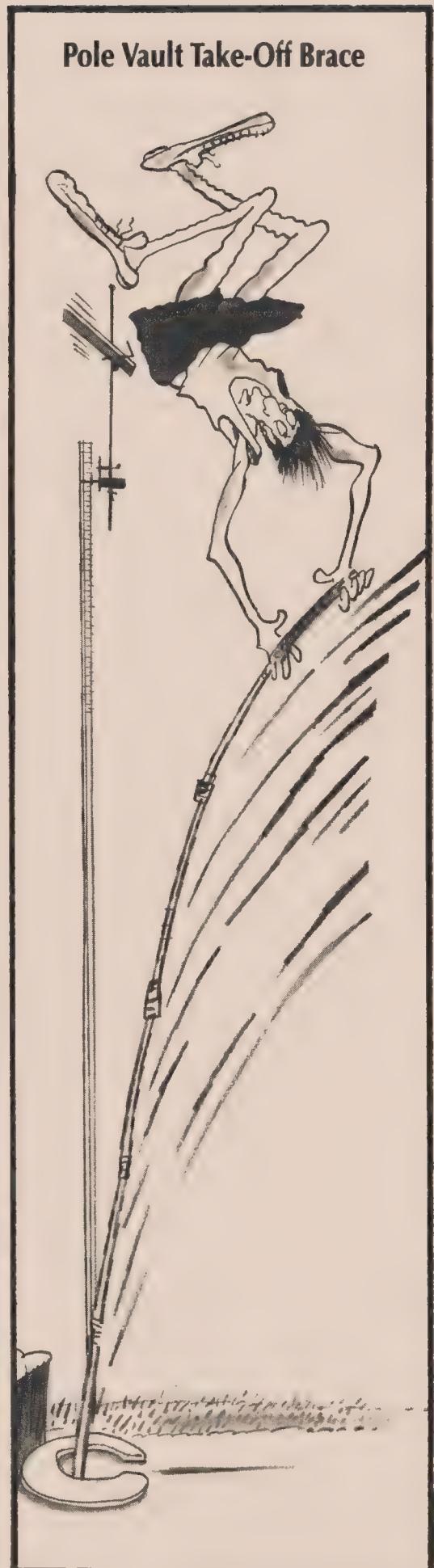
ARTIST AND WRITER: PAUL PETER PORGES



Life Saver



Hanging Plant Holder



Pole Vault Take-Off Brace

THE SCANISH INQUISITION DEPT.

Like so many other "suppliers," MAD has been forced to use the Universal Product Code. The electronic UPC scanning system now provides instant data about MAD for all its retail outlets. You may have wondered what all the lines and numbers on our front cover really mean. Well, wonder no more! Here, in lurid detail, is...

MAD'S UPC SYMBOL EXPLAINED

WRITER: FRANK JACOBS

Profile of average reader: Low achiever; Social misfit; Mumbler.

This line brought back by popular demand after overwhelming success in MAD issue #231.

No cheap attempt to cash in on the popularity of Sly Stallone is included this issue.

Error!—This line actually belongs in the UPC symbol of Kellogg's Corn Flakes.

Reader Elroy Mulvaney of Scranton, PA fails to make the letters page for the 33rd time.

PRODUCT:
MAD #277

PRICE:
"Cheap"

PRICE EVALUATION: Not Cheap.

QUALITY EVALUATION:
very cheap

Issue contains 14 mistakes for readers to detect and flood us with mail about.

Publications with similar humor level:
Wall St. Journal, U.S. Trucker, Pravda.

Subscription pitch on page 2 hits new high in desperation of appeal.

The CIA forbids the disclosure of the meaning of this line.

Percentage of unsold copies damaged by browsers folding in "Fold-in": 62.

Contributor Duck Edwing celebrating 18th birthday. Happy 18th, Duck!

Number of times reader will groan during "The Lighter Side Of..."

YOUR AD HERE.

Black spy wins in this issue.

Man in marginal on page 24 is Sergio's uncle.

Movie satire contains 7 cheap shots.

Issue contains another ridiculous UPC article.

Not UPC line. Hair on camera lens.

Issue contains 11 pages requiring explanation by children to their parents.

0

70989

33230

0

MAD's literary value.

MAD's rank of importance among 71,000 U.S. corporations.

Average number of copies shipped per retail outlet.

Average number of copies returned unsold per retail outlet.

Number of consecutive issues showing decline in quality.

You've read poems that glorify trees and Paul Revere and stuff like that. Let's face it—they're out of date. We're in the 1980s, and what deserves glorifying are the items that assist us every day and enrich our lives. You know, things like the Walkman, the blender and the VCR. Which is why Mad now presents



ODES TO APPLIANCES, GADGETS AND OTHER MODERN CONVENiences

ARTIST: GEORGE WOODBRIDGE

IDEA: MARILYN ATKINS

WRITER: FRANK JACOBS

O WALKMAN!

*O Walkman! My Walkman!
I groove the tapes you play;
Your 'phones stay wrapped
around my head
From dawn till end of day.*

*O Walkman! My Walkman!
You fill my life with sound;
Because of you, I now block out
All other sounds around.*

*O Walkman! My Walkman!
I hear you, there's no doubt;
I only wish I could have heard
The truck that wiped me out.*



the vcr

*The VCR's a loyal pal,
A friend you truly care for,
Because it guarantees you'll see
The shows that you weren't there for;
Two thousand shows I've taped so far;
Each night I tape a new one;
Who knows, perhaps there'll come a day
I'll find the time to view one.*





THE MICROWAVE

*Blessings on thee, Microwave;
Countless minutes I now save;
Like a flash, you work with ease,
Roasting meats and melting cheese;
Turning out a cherry pie
In the twinkling of an eye;
Baking apples double-quick—
What's your secret? What's the trick?
Some great magic you possess;
What it is, I cannot guess;
Once my cooking spelled disaster;
Now it's just as bad—but faster.*

THE NAUTILUS

*The Nautilus keeps me in trim
Just like a workout at the gym;
For half an hour, twice a day,
I strain to melt the flab away;
I lift and pull and stretch and push
To flatten gut and tighten tush;
You'll find this well-designed machine
Will make your body trim and lean;
It helps, of course, the makers say,
To use it ev'ry waking day;
But best of all, I should explain,
You'll love it if you're into pain.*



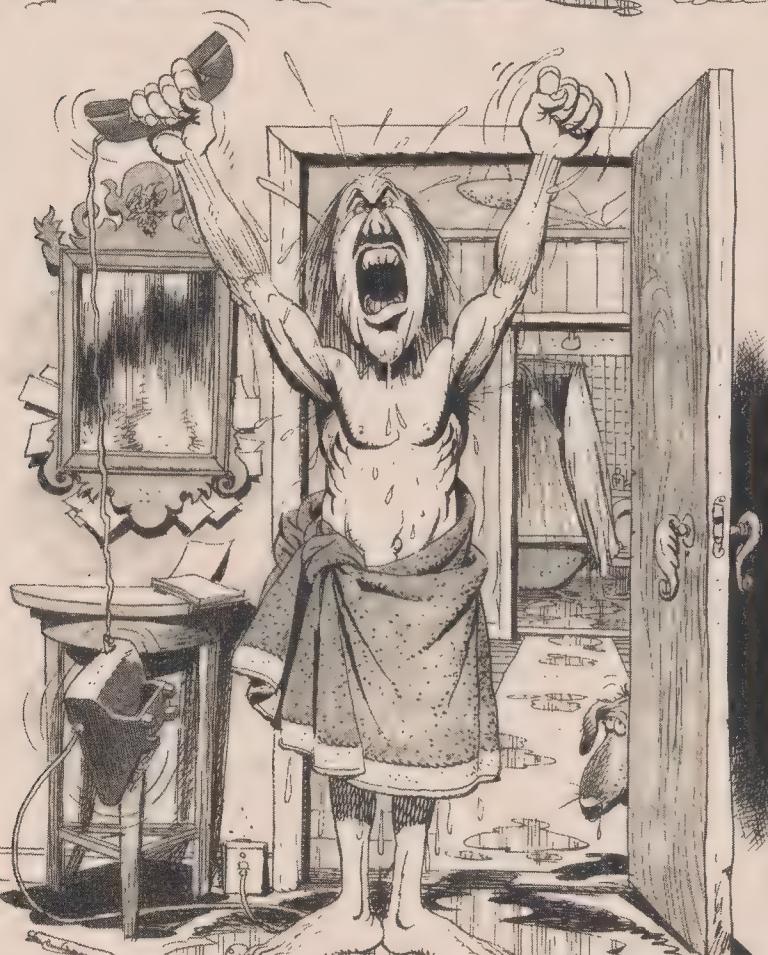
BLENDER, BLENDER

*Blender, blender, on my shelf,
Mixing foods all by yourself,
Pulverizing chicken chunks
Into spreads and dips and dunks.*

*Blender, blender, wondrous toy,
Source of gastronomic joy;
Chopping, churning while you work,
Like some wacko gone berserk.*

*Blender, blender, bladed friend,
Slicing carrots end to end;
Thanks to how you mush and mince,
I create a perfect blintz.*

*Blender, blender, fast and slick,
Making sauces rich and thick;
Faithfully, you'll serve me well
Till my diet's shot to hell.*



phones

*I think that I shall never own
A tool more handy than the phone;
A phone with which I keep in touch
With inlaws, old-time pals and such;
A phone that also sometimes rings
With calls from schmucks and dingalings;
A phone that bill collectors use
For giving me unwelcome news;
A phone with calls that airheads make
Who've dialed my number by mistake;
A phone I pick up half asleep
To hear some heavy-breathing creep;
On second thought, I've come to fear
There's less to phones than meets the ear;
In fact, with one more nuisance call
I may not own a phone at all.*

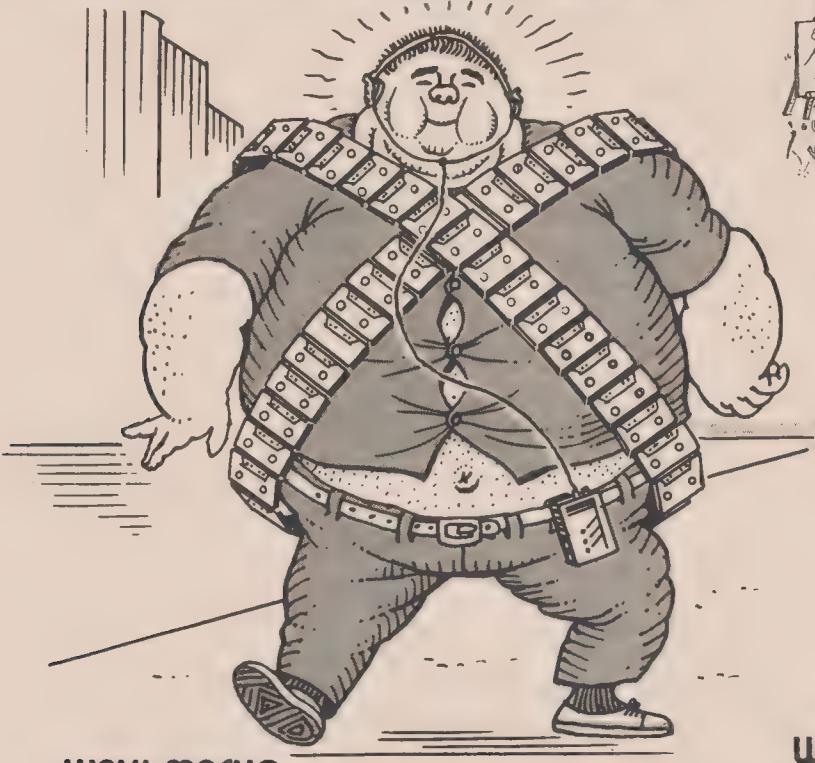
First came Walkman, which only played cassette tapes! Then came AM/FM Walkman, followed by the Waterproof Walkman and countless new variations, combinations and accessories to make your life

ULTIMATE ACCESSORIES



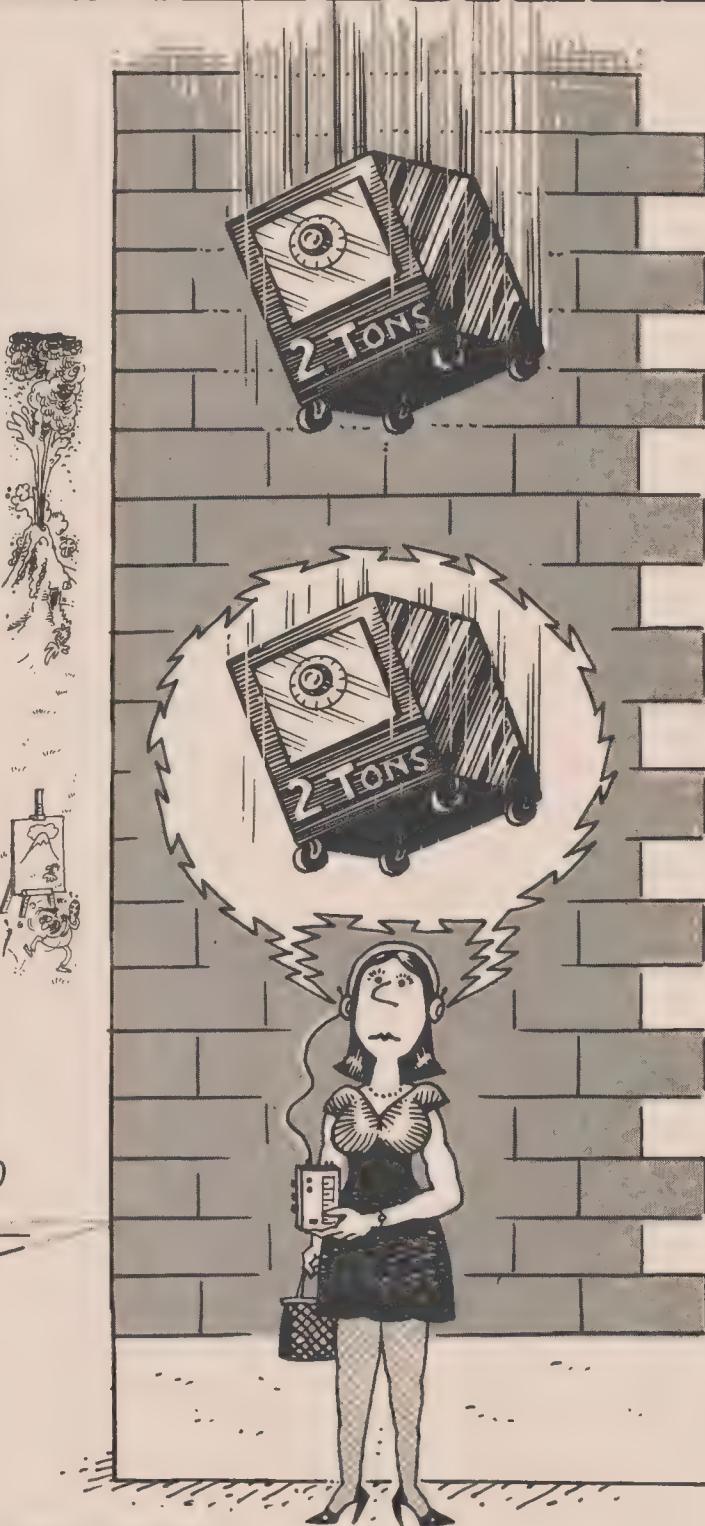
WALK-PANTS

Tired of constantly replacing dead batteries? Don't trust those so-called rechargeable batteries? Then these specially engineered trousers are for you! Designed with electrical conductor wires woven into the crotch of the fabric, every step you take generates enough voltage to keep your unit blasting away!



WALK-MACHO

Influenced by the Rambo fashion trend, each fully loaded "bandolero belt" carries 12 cassettes so you won't run out of great sounding "ammo" when you hit the beach! Worn across the chest or around the waist, a really fat person can carry dozens of cassette "rounds" easily!



WALK-RADAR

You listen to your pocket stereo to block out exterior noises, but there are some outside sounds you *should* hear! This unit is equipped with a special lifesaving radar sensing device. A warning beeper goes off in your headphones if you're oblivious to the fact that you're directly in the path of a speeding car, or worse, one of the really fat people described in WALK-MACHO!

easier! But are they finished? Does a bear spit in the woods? Using funds from MAD's secret Swiss bank account, we bribed manufacturers and got them to show us the exciting new plans for these

for PERSONAL STEREOS

ARTIST: AL JAFFEE

WRITER: DICK DeBARTOLO



ZZZ



WALK-REVERSE

The ultimate in quiet seclusion! When you want to be left alone, these reversible headphones blast music OUT rather than IN, leaving the impression that if the volume is up that high, you're the kind of nut to be totally avoided!



Al Jaffee



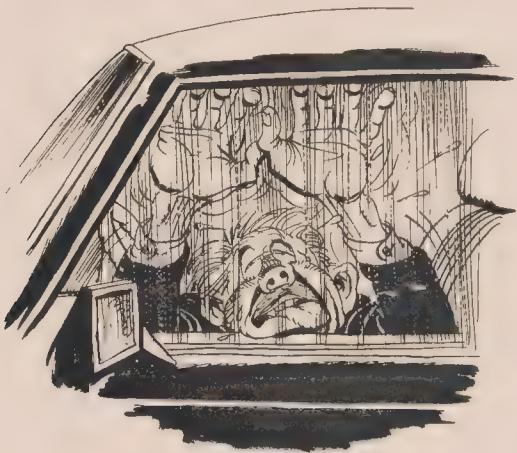
WALK-MUG

This baby is designed with punks in mind! The new "Ventrilo-Sound" system is activated by a hidden emergency button which echos the screams of sirens and cops as if they were rapidly approaching the scene, clearing out all would-be muggers within a two-mile radius!

WALK-SATELLITE

Ever wonder what someone was listening to that makes them look so "transported" to another planet? Well, wonder no more—this high tech mini-satellite dish can pick up their sound waves! Whether radio or cassette, let them do the buying and carrying! Just point your dish in their direction and tap into easy listening!

...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

...a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.



TECH-NO-LOGIC DEPT.

"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what we mean as we examine just what...

STATE OF

ARTIST: GEORGE WOODBRIDGE



...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D. from a Japanese University.

...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.



...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.



...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



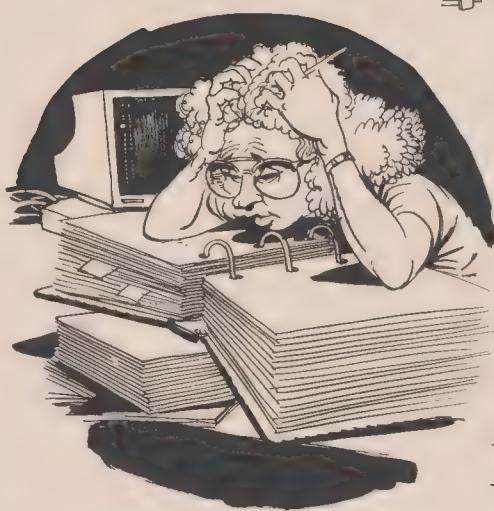
...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

THE ART IS...

WRITER: TOM KOCH



...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.



...a word processor that allows you to fix mistakes without retying the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.



...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.



What's a working mother to do? She makes breakfast, sends the kids to school, cleans the house and then rushes to the office where she types, prepares reports and attends business meetings.

DUAL-PURPOSE OFFICE SUPPLIES

ARTIST: AL JAFFEE

SIDE-BY-SIDE FILE CABINETS AND WASHER/DRYER



Color-coordinated to fit any decor, each of these stainless steel file cabinets houses a full-load capacity washer and dryer. Whether washing your kid's grungiest clothes or just a handful of dainties, you'll be able to do a week's worth of laundry and file those important contracts all at the same time. As a bonus, you can file detergent under "D," fabric softener under "F," etc.

COMPUTER TERMINAL/MAKEUP MIRROR



Finally, a way to apply your morning makeup *and* word process at the same time! Each of these powerful 20 megabyte PCs is connected to a central mainframe and comes with a highly reflective monitor screen with adjustable makeup lights. Peripherals include the disk drive/nail polish dryer and the cosmetic tray/letter quality printer.

PAPER SHREDDER/PASTA MAKER



In one easy step this handy, handsome appliance allows you to shred confidential documents *and* add bulk to your family's diet! The stainless steel cutting edges never need sharpening and each unit includes settings for making rigatoni, ravioli and fettuccine, as well as destroying photos, blueprints and other top secret memoranda.

Wouldn't it be great if she could do her office work at home or her house work at the office? Yes! That's why MAD envisions in the not-too-distant future a catalogue full of new and innovative...

LIES FOR WORKING MOTHERS

WRITER: JOHN RIOS

EXECUTIVE DESK/IRONING BOARD



A handsome in-laid mahogany base topped off by a smart, fire-retardant ironing board. Its extra large surface means you'll never have to be more than an arm's length from office reports, balance sheets and wrinkled blouses and skirts. The three drawers (with solid brass handles) can accommodate office supplies, stationery and spray starches.

PEN AND PENCIL SET/STEAM IRON

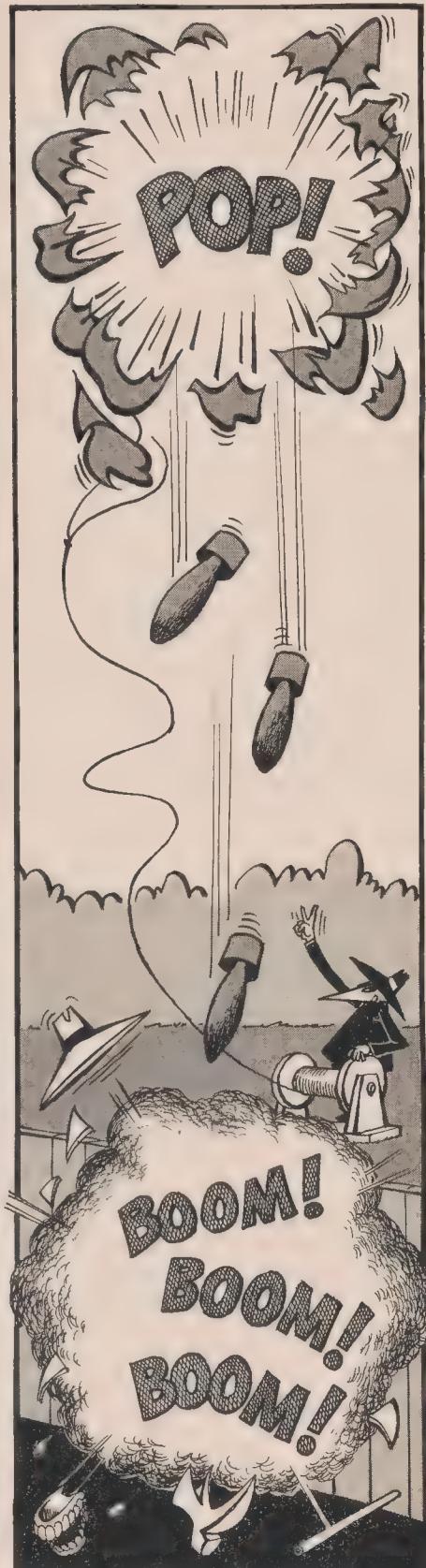
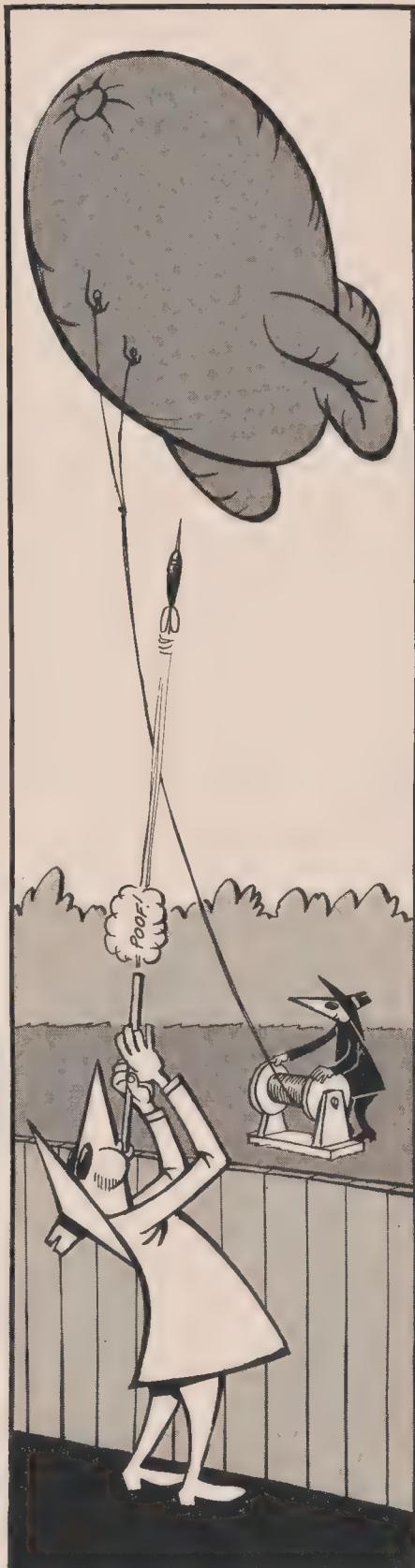
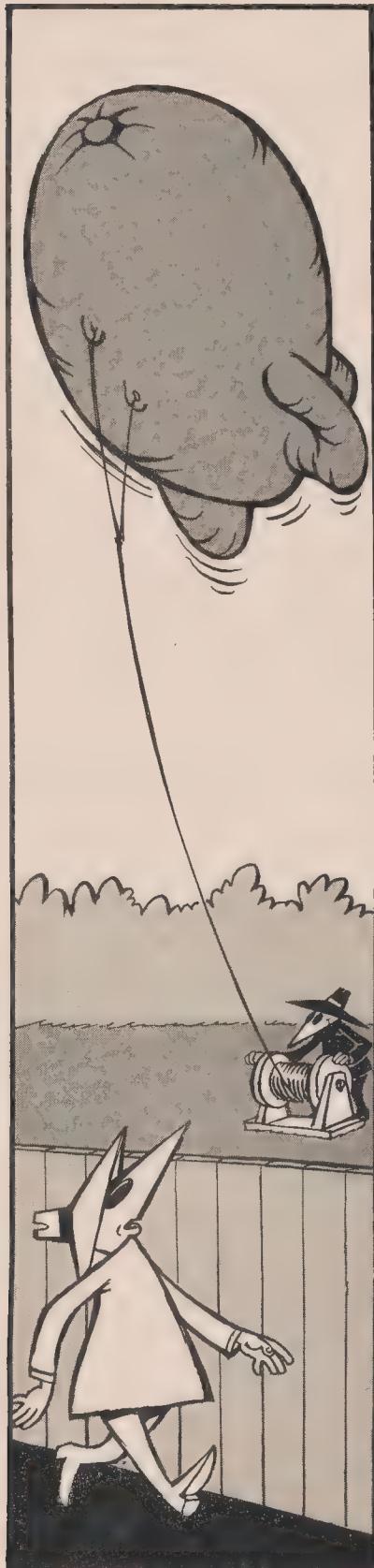
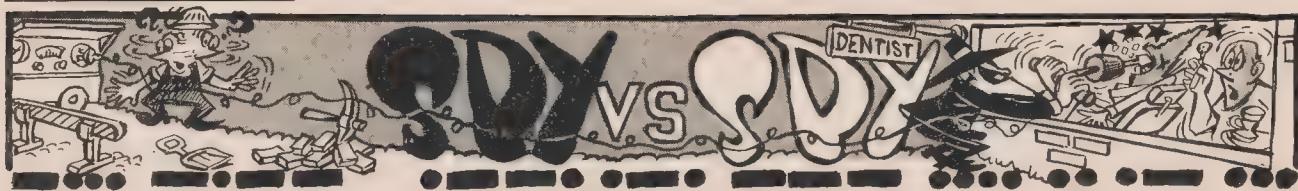


The perfect accessory for the Executive Desk/Ironing Board! The base of this attractive gold-plated pen and pencil set is a heavy-duty steam iron. Adjust the pen position for "linen," "cotton" or "synthetics," and push the pencil to the left for "steam." Guaranteed not to scorch, drag or leak ink.

STAMP PAD/SPICE RACK



Mounted on the bottom of each bottle in this unique and stylish spice rack is a durable rubber stamp. Season your recipes and stamp office correspondence accordingly! Each set includes Thyme/Paid, Cloves/Void, Pepper/Pending, Garlic Powder/First Class, Bay Leaves/Received and Basil/Cancel.

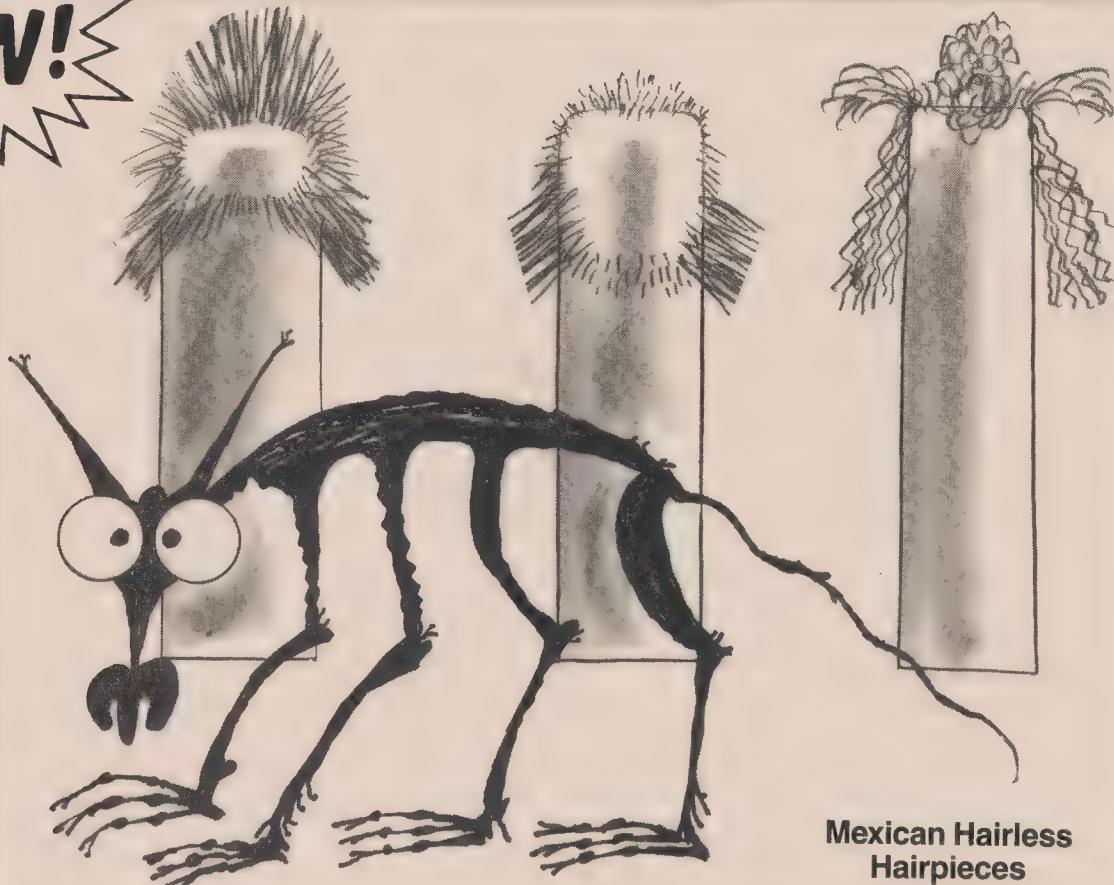


For The Pet That Has Everything And Wants More®

PPP
INDUSTRIES

GIFT CATALOG FOR SPOILED ROTTEN PETS

NEW!



Mexican Hairless
Hairpieces

ALSO:

Polka Dot Warm-up Suits for Dalmations...Imported
Ten-Speed Gerbil Treadmills...Trained Flea Circus
Sets for Puppies...Whirlpool Birdbath Accessories

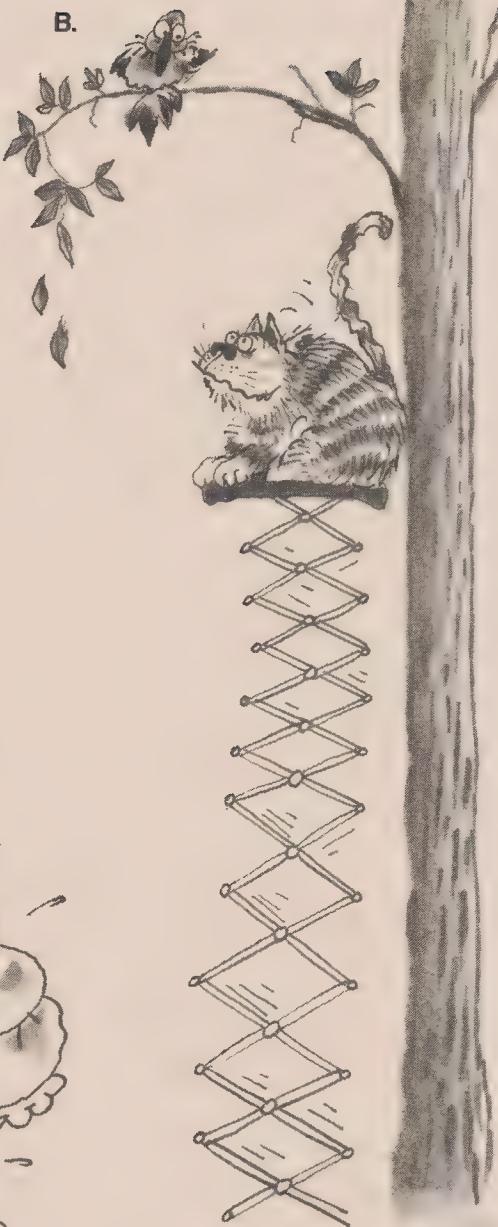
**AND
MORE!**



Elastic Stretch Litter Box
For Fat Cats Pg. 104



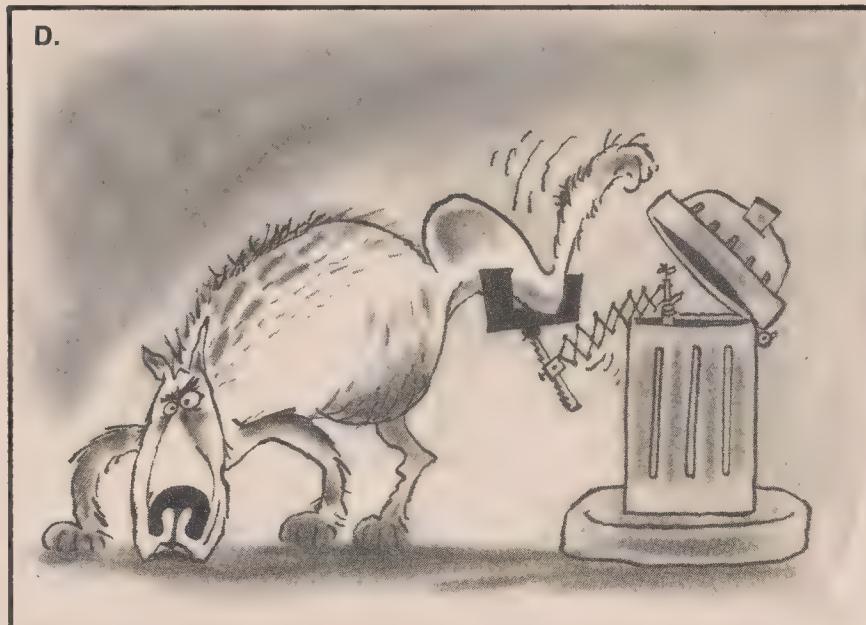
A.



B.



C.



D.

A. Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our **Snake Warm-Up Sweaters**! Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle inner-tubes, each sweater provides a snug, body-hugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.
 #Hsss-0316 Asp (Sm) ..\$24.95
 #Hsss-0318 Copperhead (Med) ..\$48.95
 #Hsss-0320 Boa Constrictor (Lrg) ..\$99.95

B. Put an end to the "stuck-in-a-tree-call-the-fire-dept." syndrome with the **Cat-Bird Seat™ Tree Lift**! Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids, too! Easy to assemble (instructions in six Indo-European languages included).
 #Cbsl-1800 Handcrank model ..\$499.99
 #Cbsl-1900 Motor drive model ..\$750.10

C. Keep your puppy in yapping and snapping happiness with our **Inflatable Mailman Doll**! When fully inflated, it looks like a mailman, smells like a mailman and most importantly—tastes like a mailman! Made from durable 5-ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service.
 #Pfft-0022 mailman ..\$48.95
 Also available:
 #Pfft-2505 newspaper boy ..\$48.95
 #Pfft-7825 meter reader ..\$48.95
 #Pfft-4910 Jehovah's Witness ..\$48.95

D. At last, *real* relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant**. At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or day-glo yellow. Never needs oiling!
 #PP-1314 ..\$125.75

E. Attention, water-shy sport dog owners! Now your beloved setters and retrievers can point without getting their paws muddy and wet with our **Portable Pointers™ Hunting Set!** No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.

#Dcoy-1010 Waterfowl ..\$79.99
#Bamb-1212 Small game ..\$89.99
#Xcon-1414 Prison Escapees ..\$99.99

F. Bone of the Month Club—Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:

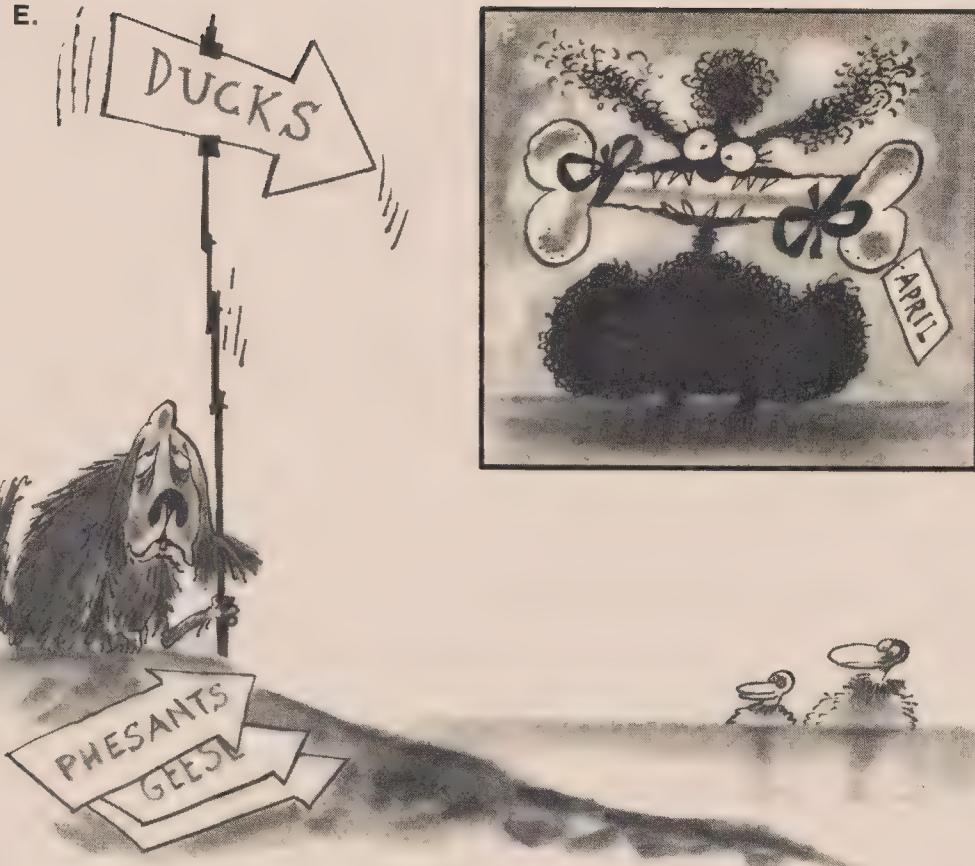
Jan: Imported Himalayan Yak Bones
Feb: Choice Selection of Bullfight Losers
Mar: Glorious Bouquet of Spring Bones
Apr: Hickory-smoked Ham Bones
May: Bones of All Nations
June & Summer Special Assortment of
July: Bone Jams and Jellies
Aug: Succulent Ostrich Leg Bone
Sept: Supreme Bone Meal à la Pekinese
Oct: Six-Year-Old Aged-in-Dirt
 Marrow Bone
Nov: Vermont Turkey Dinner Leftovers
Dec: Holiday Cheer Moose and Elk
 Bone Feast
#Woof-2020 Choice of any six months ..\$150.00
#Woof-2121 Full Year ..\$299.99
#Woof-4032 Ten-Year Order ..\$1,999.99

G. Give polly a break with our Automatic Cracker Dispenser! Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.

#Ritz-1876 Empty dispenser ..\$34.95
#Ritz-1928 Cracker Fillers ..\$15.95 ea.
(specify Ritz, soda, graham or animal)

H. Keep your spoiled rotten pets trim and in shape with the Jane Fonda Pet Workout Tapes! Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping jacks, pushups and tail wagging sections.

#Pant-8804 Dogs ..\$19.95
#Psss-8804 Cats ..\$19.95
#Twee-8804 Budgies ..\$19.95
#Glub-8804 Goldfish ..\$19.95
#Gaag-8804 Ferrets ..\$19.95





REBEL WITHOUT A COS DEPT.

Well, well, well, little Denice Hexable has left home and run off to college. She expected to find plenty of new friends, new adventures and most of all, some loyal viewers she could call her very own. But alas, all she found was ...

I'm Denice Hexable. I got into Swillman College on my own! I run my own life and I don't depend on my family for anything! Except my tuition, my allowance and the fifty-million viewer lead-in audience to this deadly spin-off!

I'm Yolessa Winsome, one of Denice's roommates. I'm sort of bouncy, offbeat, strange, unpredictable — you know, all the quirks they give a sitcom character, hoping that one of them catches on with the audience!

I'm Baggie, Denice's other roommate! I'm supposed to be naive about life, but it's only an act. I'm actually rooted in reality! And if you don't believe me, check my horoscope!

I'm Whitley, the perfect southern belle! Some of the other students think I'm snobbish. But what do their insignificant opinions mean?! I didn't want to be on this sitcom anyway! I wanted to be on *Designing Women*! After all, that's where I stole my character from!

I'm Pain Vane, God's gift to women! When women see me from a distance, they start to quiver. And when I get close to them, they really shake and get nauseous and barf! Hey, let's face it — when you've got it, you've got it!

I'm Anne Beates, ex-producer of this show. Liza Bonehead fired me over "artistic differences." She said she'd give me particulars as soon as she finds out what "artistic" means!



AN INDIFFERENT WORLD

Denice, why won't you go out with me?
Because, Pain, you're pushy and obnoxious!
Don't believe that! It's just a ploy to cover up the fact that I'm insensitive and overbearing!
That's true, but I just don't have time for dating! I have my studies to worry about!
Just what are you studying?
That's the other thing I have to worry about! Finding out what I'm supposed to be studying!



ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Where's the guest lecturer going to speak today?
There's a guest lecturer!
Yeah, as part of our Communications course!
This is the first I'm hearing about it! Boy, talk about your lack of communication!

The guest lecturer is Norman Lear.
Never heard of him!
He's supposedly responsible for many of TV's quality sitcoms!
No wonder you've never heard of him!



Baggie, may I,
Pain Vane,
the sex symbol
of Swillman,
buy you a soda
before class?

No thanks, Pain! Last
time you bought me a
burger you felt that
entitled you to spend
the night in my room!

No, you're wrong!
It wasn't because
of the hamburger!
It was the onion
ring that I slipped
on your finger!

Norman Leer shouldn't
come here to talk!
He should come here
to write, produce,
direct and save this
miserable show!!!

Come on, I'll buy you both a soda
and no commitments!
Maybe you'll just bear one
of my children!

That would be a
lot easier than
bearing your so-
called wit!



What kind
of
soda
do you
want?

Be
serious!
There's
only Coke,
Coke, Coke!

Not true!
There's Coke,
Diet Coke,
Classic Coke,
and Caffeine-
Free Coke!

I think I'll
have a New
Diet Caffeine-
Free Cherry
Coke Classic!

With
or
without
Nutra-
Sweet?

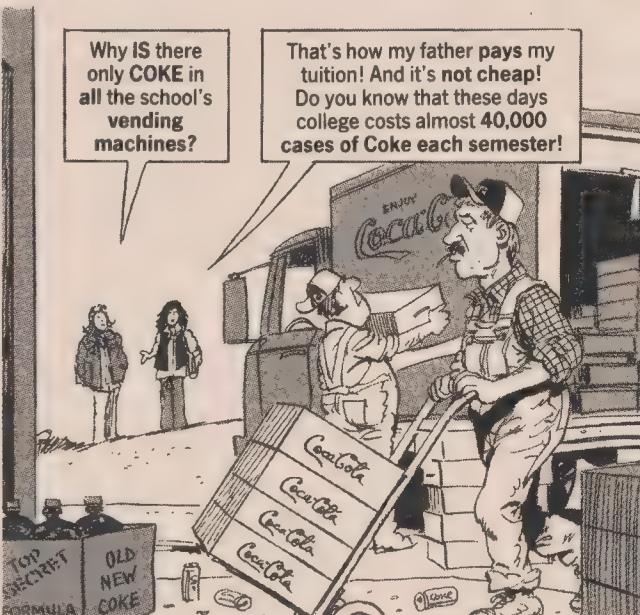
Oh...
FORGET
IT!!!

DRIN
Coca
OR
ELSE!!
Cos.



Why IS there
only COKE in
all the school's
vending
machines?

That's how my father pays my
tuition! And it's not cheap!
Do you know that these days
college costs almost 40,000
cases of Coke each semester!



Class, today we're breaking new ground here
at Swillman! We're doing something that
actually approaches the learning process!

Oh
wow...
LEARNING!

I don't mind learning
once in a while, but
I hope this doesn't
become a tradition!

I hope it has
something to
do with
making out!

Gee, I hope
I'm dressed
right for
this...

YOUR
F
GRADE

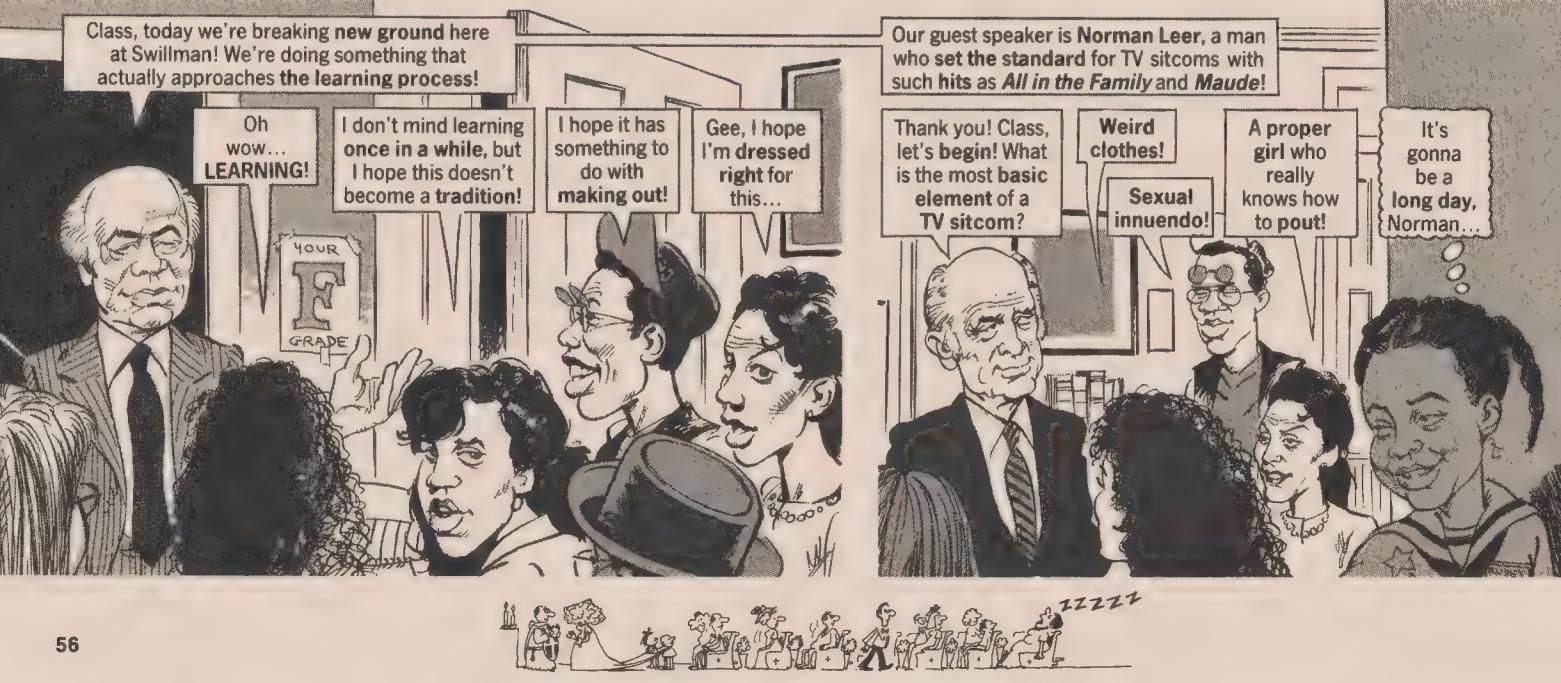
Our guest speaker is Norman Leer, a man
who set the standard for TV sitcoms with
such hits as *All in the Family* and *Maude*!

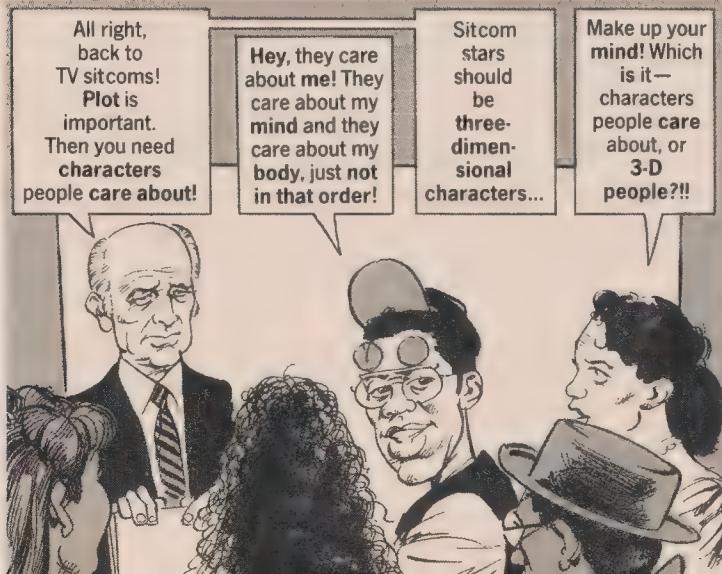
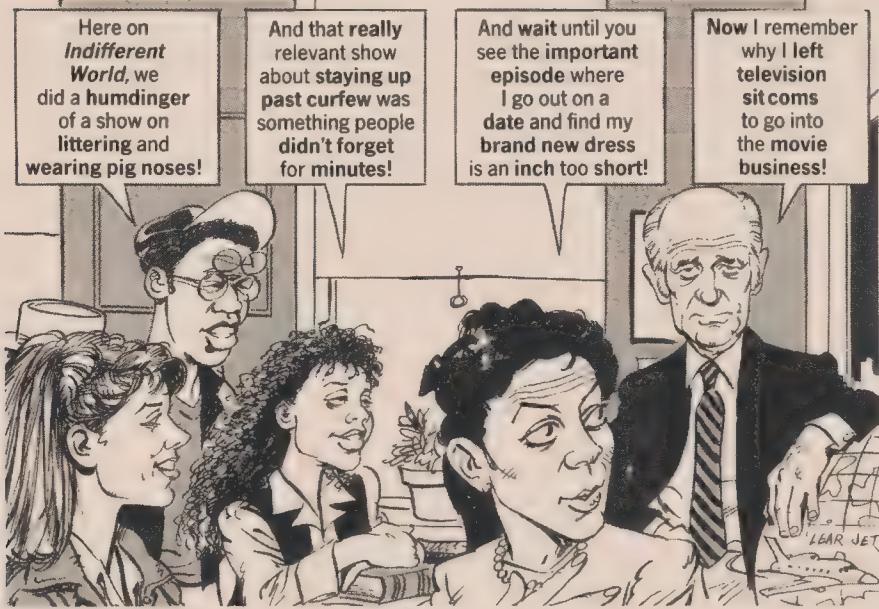
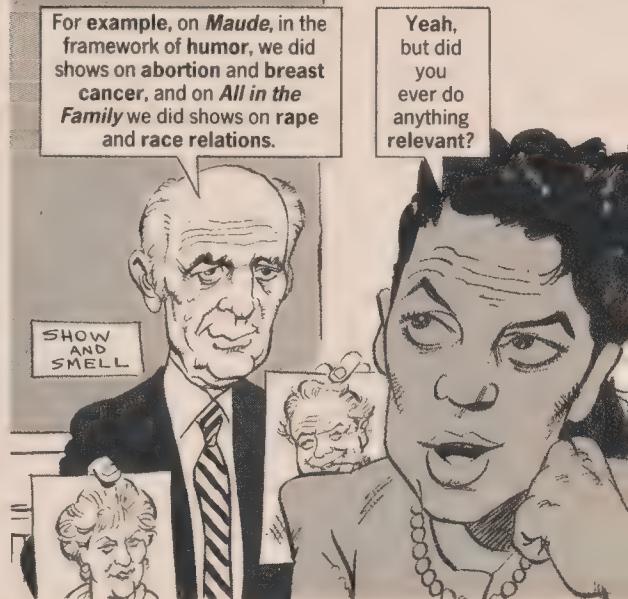
Thank you! Class,
let's begin! What
is the most basic
element of a
TV sitcom?

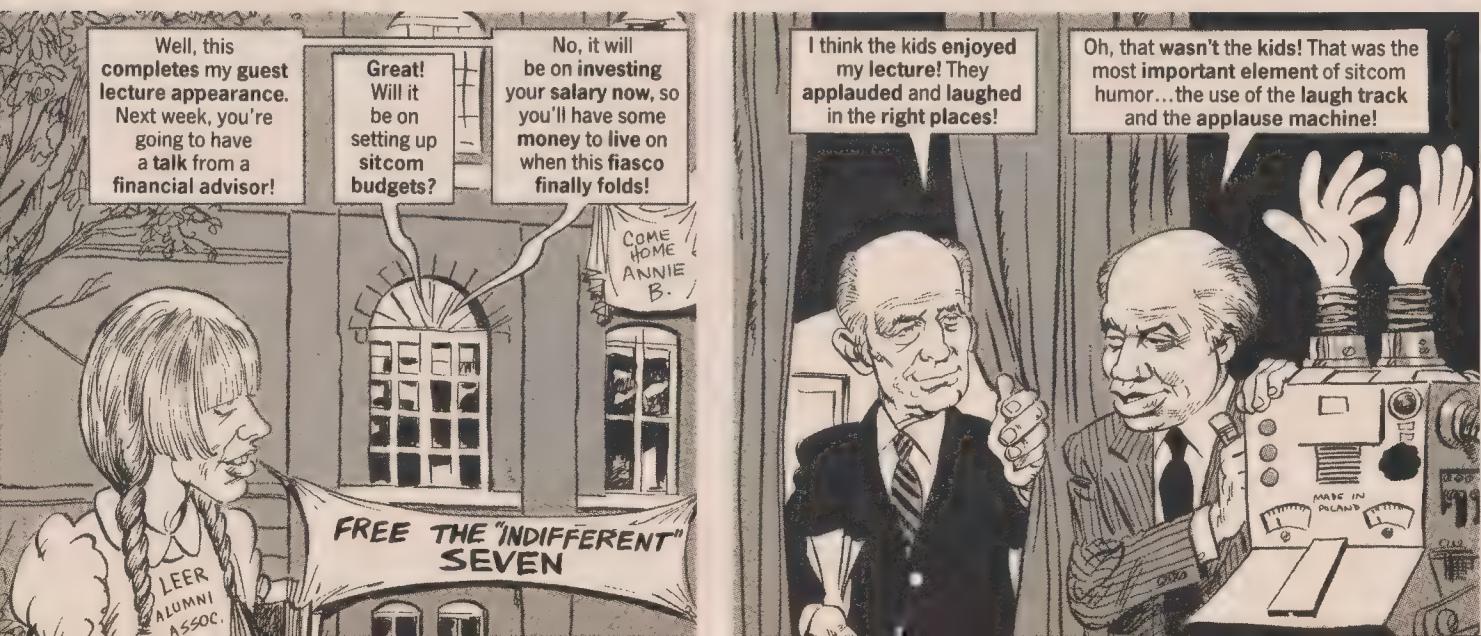
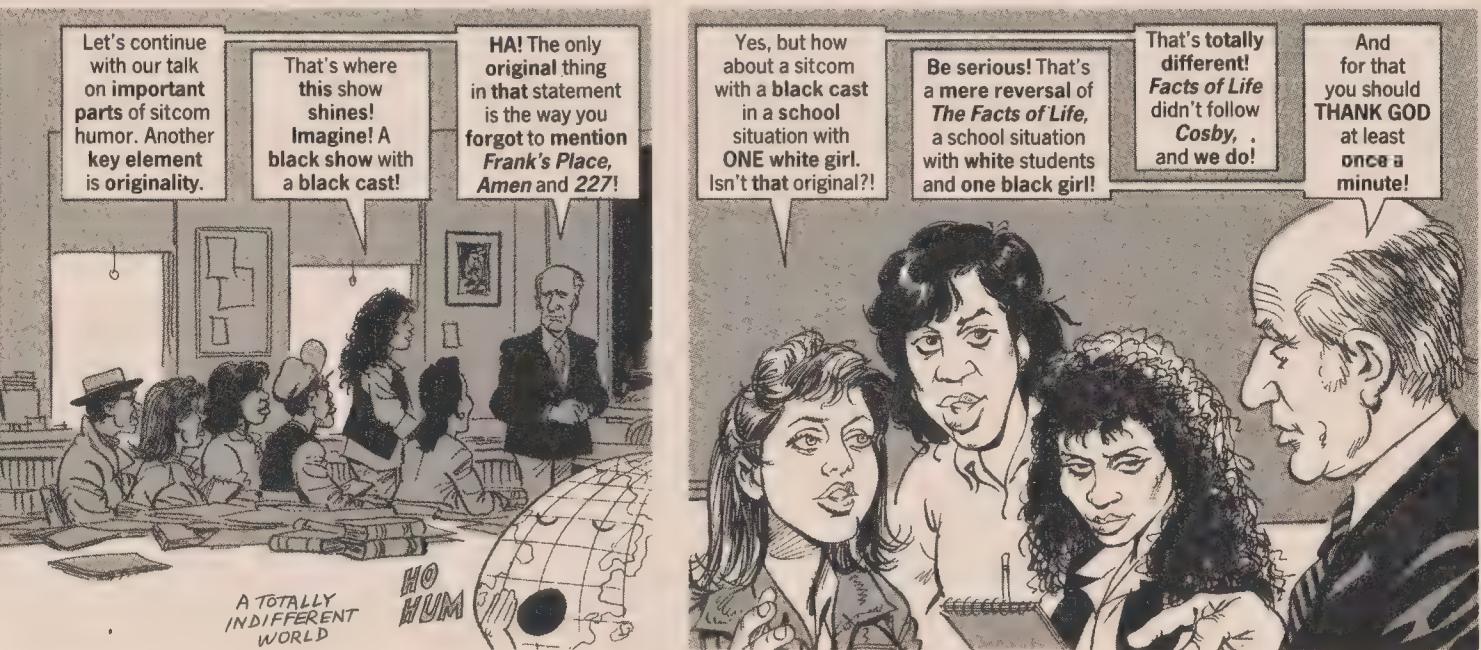
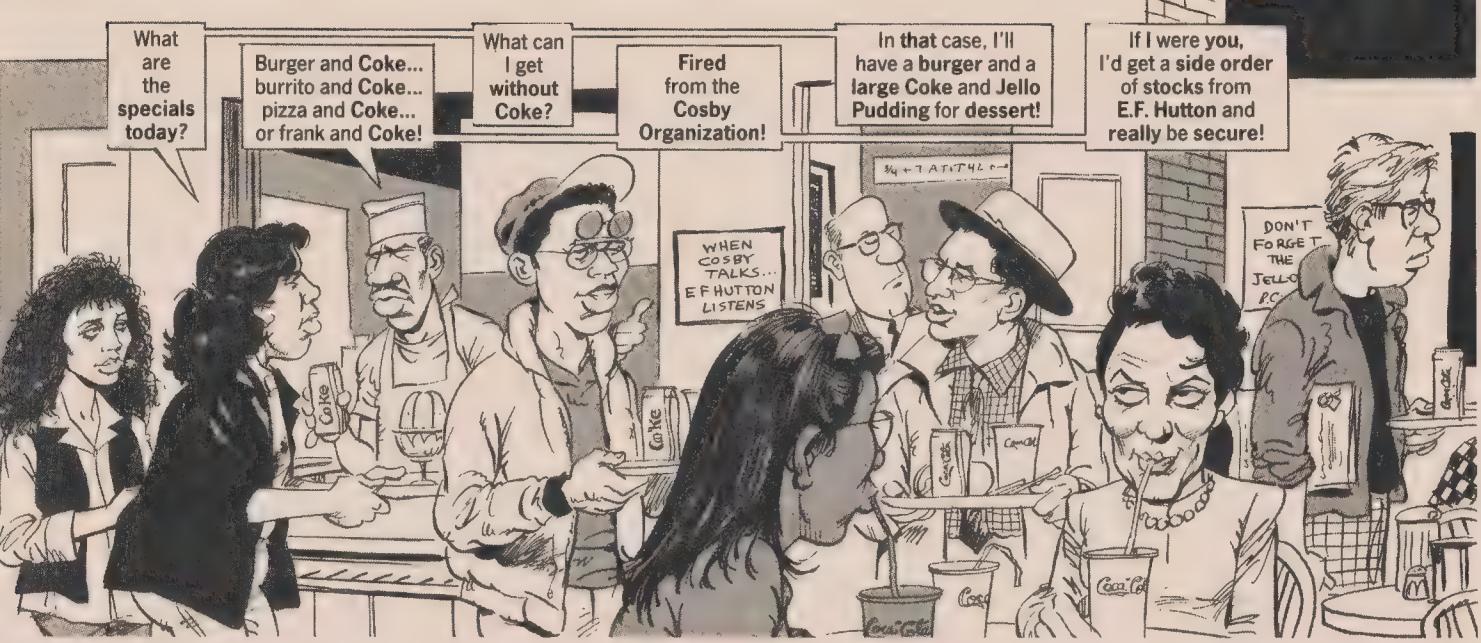
Weird
clothes!

A proper
girl who
really
knows how
to pout!

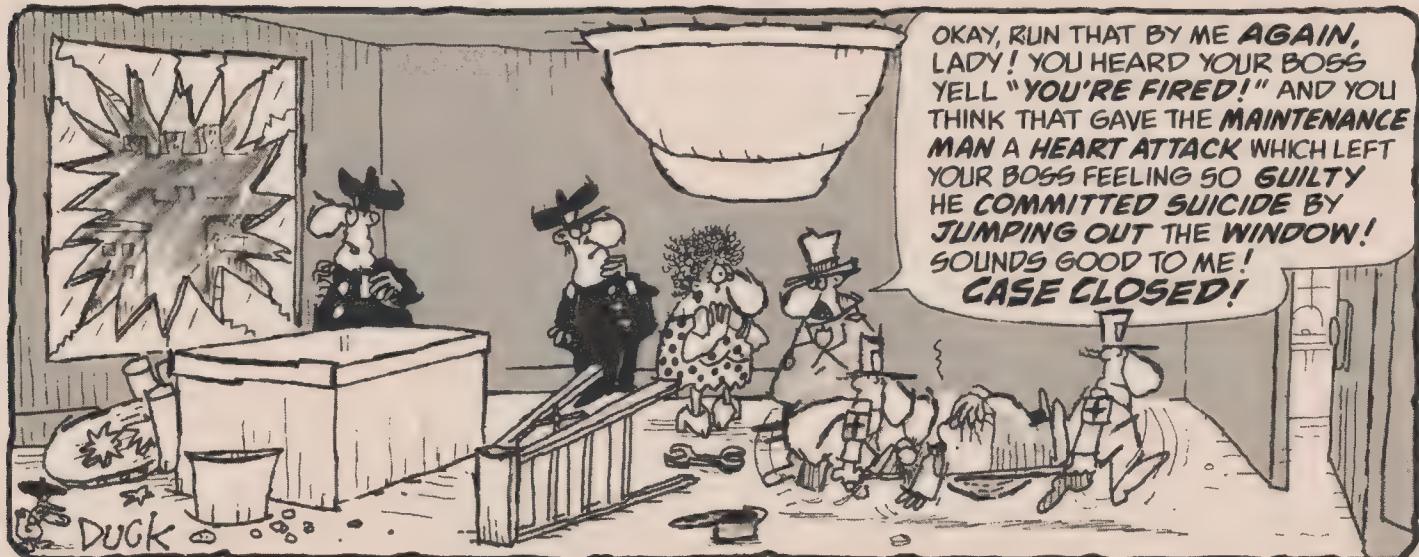
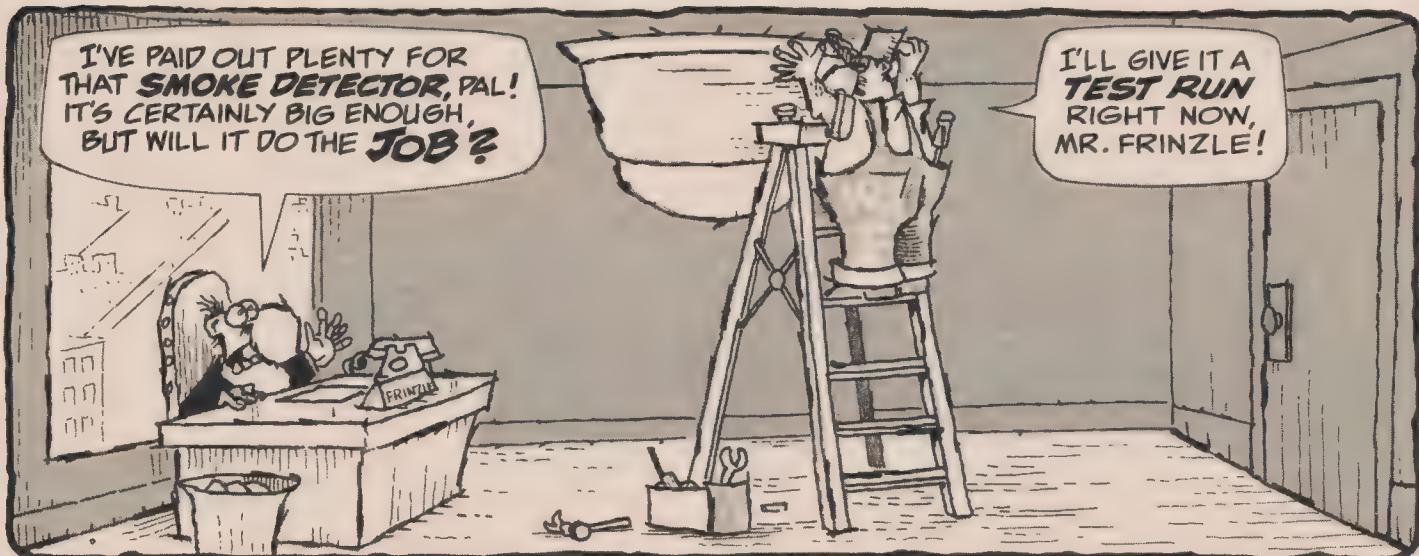
It's
gonna
be a
long day,
Norman...







THE DEMONIC DETECTOR DISASTER



Were you one of the unlucky ones who got a Nintendo or a Sega or some other video game system over the holidays? You say you can never play with it because you just can't figure out the cockeyed and confusing game cartridge instructions? We're not surprised! You'd probably have more fun and get higher scores if you created your own rules by filling in the blanks below with the words and phrases on the corresponding lists. At least that's what one MAD writer told us when he conned us into buying MAD's...

ALL-PURPOSE VIDEO GAME INSTRUCTIONS KIT

HOW TO PLAY

SCORING

11 12

DEED KEE

2

wiped out
overrun
taxed to death
bench-pressed
baked at 350°
humiliated
slobbered over
sweet-talked
tail-piped
reincarnated
spindled and mutilated
Sanforized

IN

3

invading
alien
whining
bleeding-heart
rush-hour
lead-free
guilt-ridden
sleazy
unabridged
nerdlike
low-calorie
Methodist

OUT

4

spacemen
mutants
Hukons
Zarks
flashers
summer replacements
wimps
saxophonists
break-dancers
zinc worshipers
Cornhuskers
Peruvian Jaycees

GOING! GOING!

YOUNG! YOUNG!

6

the Blast Button
the joystick
lies and deceit
your toes
the bump-and-run
Herbalife
Bob's lawn mower
limp pizza
the handy twist-top lid
the gifts God gave you
hired gnomes
all Utica has to offer

7

armies
missiles
"nice guy" image
moments of intimacy
Roach Motels
hopes of citizenship
singles bars
dream kitchens
retirement villages
Olympic pin collections
memories of Duluth
pockets of cellulite

8

atomic torpedoes
rockets
killer minnows
spit
a dash of tabasco
a knee in the groin
a belt-high fastball
stoned droids
attack poodles
raw sewage
Pia Zadora films
fur-bearing mercenaries

HIBBLE! HIBBLE! HIBBLE!

10

phasers
space cannon
trained gnats
Alf look-alikes
in-laws
trivia freaks
few remaining virgins
all-Capricorn army
fiddlers three
late-night talk shows
vegetarian death squads
anti-abortionists

11

Every 100 ships destroyed
Every 1000 Fleegs vaporized
A score of 600 zillion
Landing on Baltic Avenue
Tipping the maitre d'
Bathing regularly
Punching yourself in the face
Rolling a hard six
Saying you're a friend of Sid's
Getting it on with a Martian
Raising with a pair of kings
Draining your sinuses

12

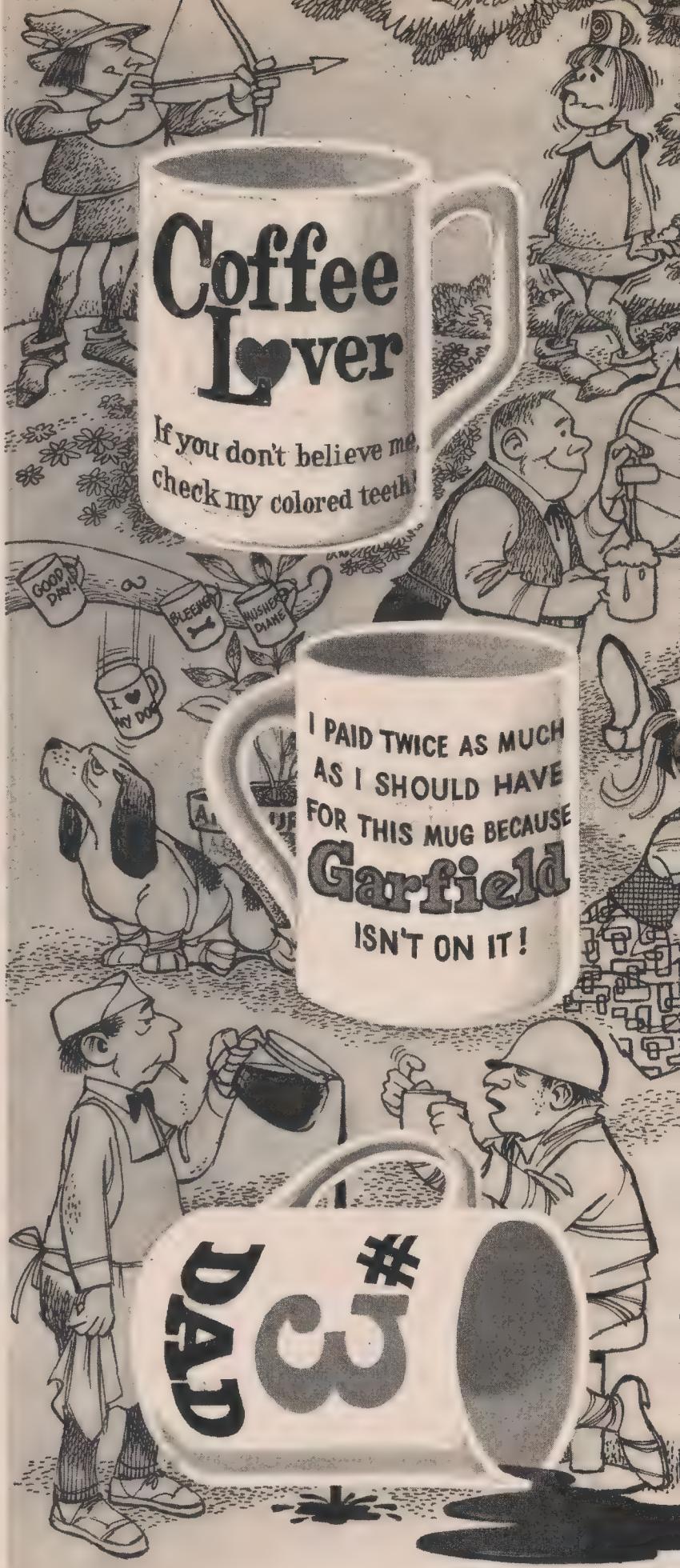
extends your playing time
wins a free game patch
looks good on your resume
brings on rigor mortis
means oh so very much
helps control psoriasis
brings grief and suffering
feeds an Albanian
provides a cheap thrill
sucks
won't help James Caan's career
means absolutely nothing

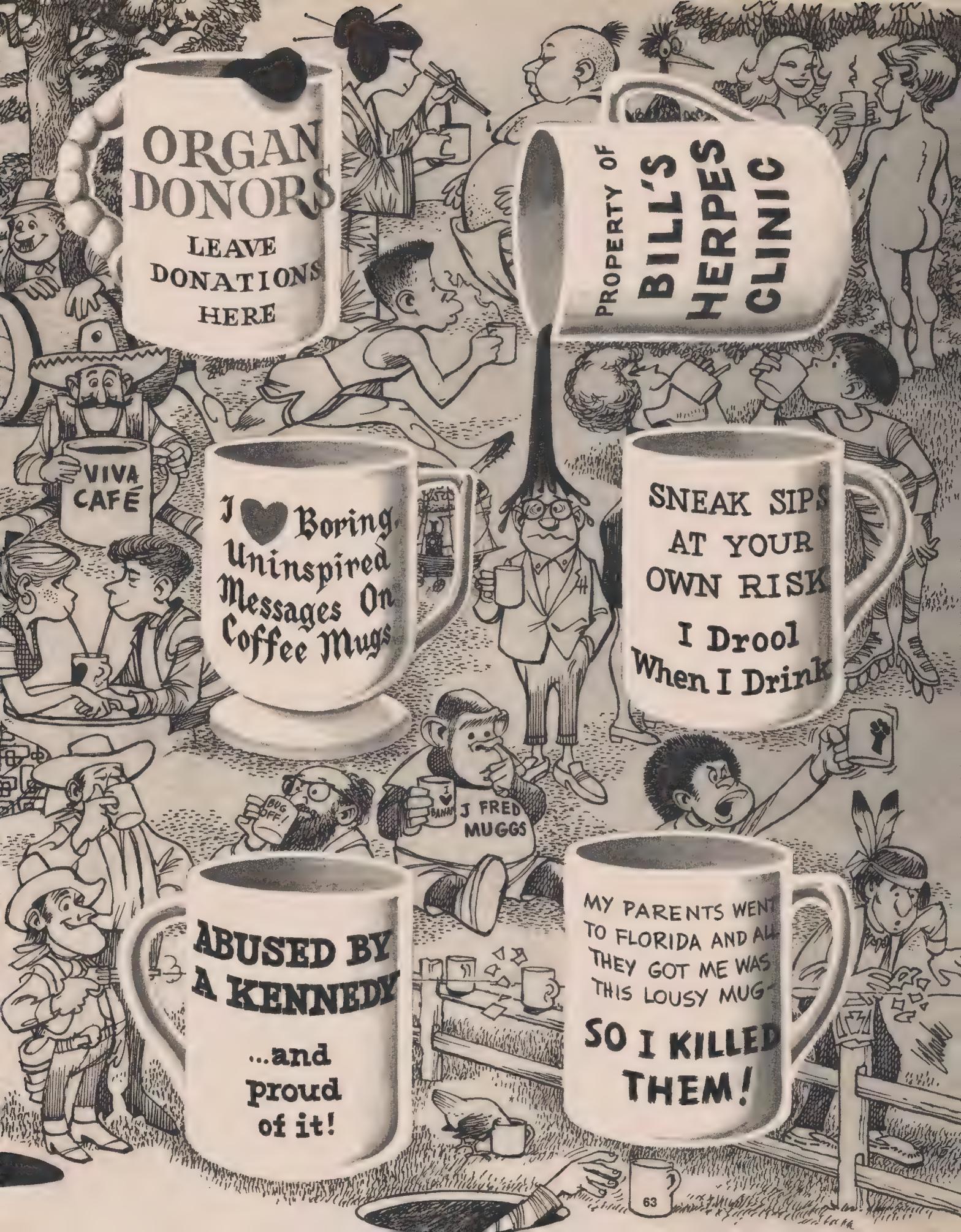
GAME OVER

CUPS AND RIBBERS DEPT.

At home, work or school, there's nothing that spoils a nice beverage more than drinking it out of a mug with some tacky, cliché saying on it like, "World's Best Mom," "Hang On—Friday's Comin'" or "Nurses Do It Better!" Just think of how much love and respect you'd earn if you replaced those dull and annoying slogans with some of the even more tasteless and annoying slogans on...

EYE CATCHING MAD MUGS TO REPLACE THE BORING ONES WE'RE ALL USED TO





ORGAN
DONORS
LEAVE
DONATIONS
HERE

VIVA
CAFÉ

I ❤ Boring
Uninspired
Messages On
Coffee Mugs

ABUSED BY
A KENNEDY

...and
proud
of it!

PROPERTY OF

BILL'S
HERPES
CLINIC

SNEAK SIPS
AT YOUR
OWN RISK
I Drool
When I Drink

MY PARENTS WENT
TO FLORIDA AND ALL
THEY GOT ME WAS
THIS LOUSY MUG

SO I KILLED
THEM!

WORDS OF A FEATHER DEPT.

We all know birds of a feather "flock" together, buffaloes cruise in a "herd," cats do the move in a "chowder," and all those owls outside your window constitute a "stare," but frankly, who cares? This ain't the National Geographic, and we ain't Marlon Perkins! That's why we now proudly present...

MAD



a SLUDGE of EXXON EXECUTIVES



a CLOBBERING of LAPD COPS



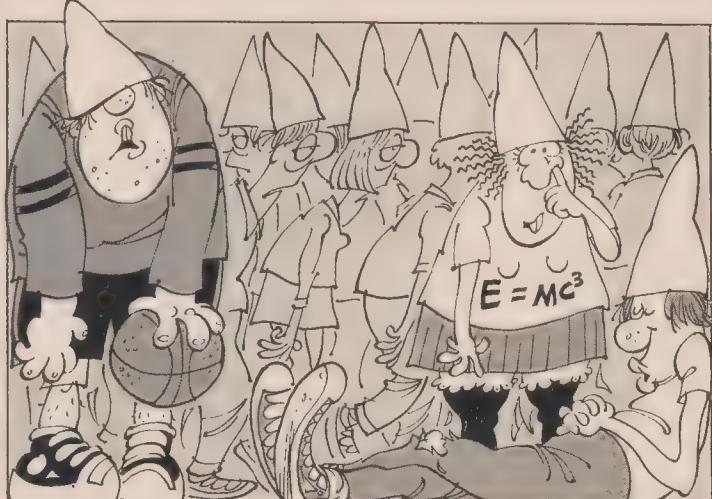
a FLEECE of S&L BANKERS



a GEEK of TREKKIES



a CONGRESS of CHECK BOUNCERS



a FLUNK of AMERICAN HIGH SCHOOL STUDENTS

GROUPLINGS



a GLITCH of COMPUTER PROGRAMMERS



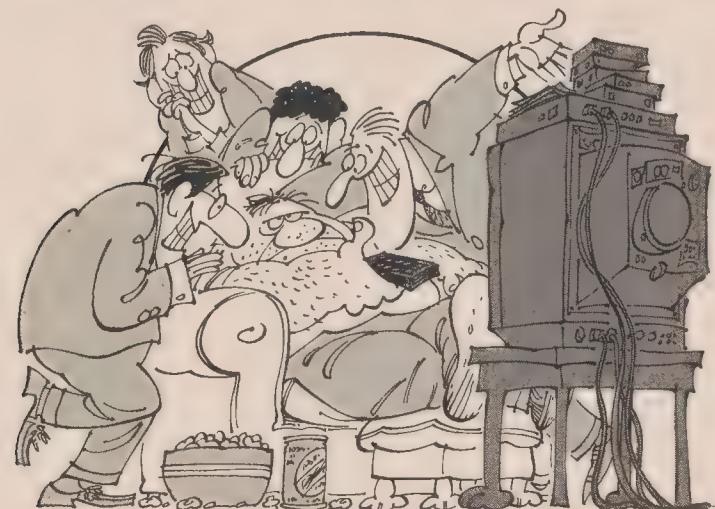
a SNEER of ELVIS IMPERSONATORS



a HACK of HOLLYWOOD SCREENWRITERS



a SPLAT of BUNGEE JUMPERS



a PANDER of NETWORK EXECUTIVES



a CLOD of MAD READERS

In recent years, "as told to" books have become increasingly common. Politicians, sports figures and entertainers have all "told" their life stories to professional writers. But we're certain that some of these public figures, given their dispositions and personal quirks, didn't just "tell" their story to their collaborators, and we think it's high time that book publishers owned up to this fact! It's with this in mind that we present...

Still talking

Still Talking
By Joan Rivers

As irritatingly yakked to
Richard Meryman

JOAN Rivers

with Richard Meryman

Ordeal
By Linda Lovelace

As orally presented to
Mike McGrady

THE #1
BESTSELLING TRUE STORY
EVERY WOMAN IN AMERICA
WILL WANT TO READ!
LINDA LOVELACE
WITH MIKE MCGRADY
AUTHORS OF
INTO BONDAGE

THE PHENOMENAL SUCCESS STORY
OF HOCKEY'S "GREAT ONE"

GRETZKY

Gretzky
An Autobiography
By Wayne Gretzky
As assisted and blue-lined by
Rick Reilly

With
RICK REILLY

An
Autobiography
WAYNE
GRETZKY

Exposing Myself
By Geraldo Rivera

As sleazily, self-promotingly
and sickeningly oozed to
Daniel Paisner

"AS TOLD TO" BOOKS

More Accurately Described

WRITER: DENNIS SNEE

Call Me Anna
The Autobiography of
Patty Duke
*As pitched as a TV Movie to
Kenneth Turan*

Willie
An Autobiography
by Willie Nelson
*As nasally crooned to
Bud Shrake*

My Turn
The Memoirs of
Nancy Reagan
*As condescendingly and
self-righteously leaked to
William Novak*

Don't Shoot, It's Only Me
By Bob Hope
*But I wanna tell ya through
Melville Shavelson*





BERG'S-EYE VIEW DEPT.

The Lighter Side Of...

ARTIST AND WRITER: DAVE BERG

SUCCESS



Look at this place! It's a billion dollar business with new parks being built all over the world!

It just goes to show you what can grow out of a simple Mickey Mouse operation!

GIFTS



What would you like for your birthday, Gail?

A cellular phone...

You got it, honey!

...inside a bright red sports car!

EAVESDROPPING



ROYALTY



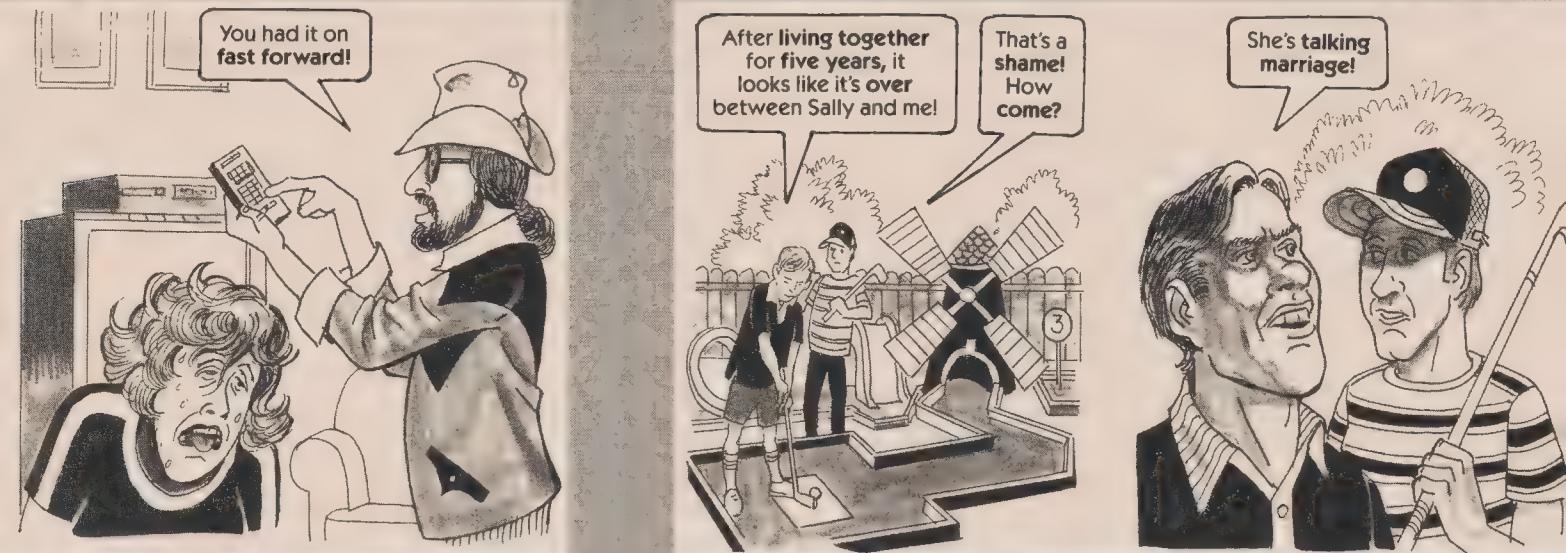
DEDUCTIONS



BANKING



RELATIONSHIPS



SIGNS



THE OFFICE



HOME REPAIR



DOCTORS



ALONG THE SNIDE LINES DEPT.

Not too long ago, we fired off a barrage of insults at every highly rated individual and well respected organization we could think of and called the entire mess "The MAD Nasty File." It was our insincere hope that by bursting every one of the world's over-inflated balloons we wouldn't need to vent our spleen in a similar fashion for a long time. But alas, much to our delightful dismay, we find there is already a new crop of celebrities and "institutions" that have yet to feel the sting of our pointed barbs! So, with no apologies, we petulantly present...

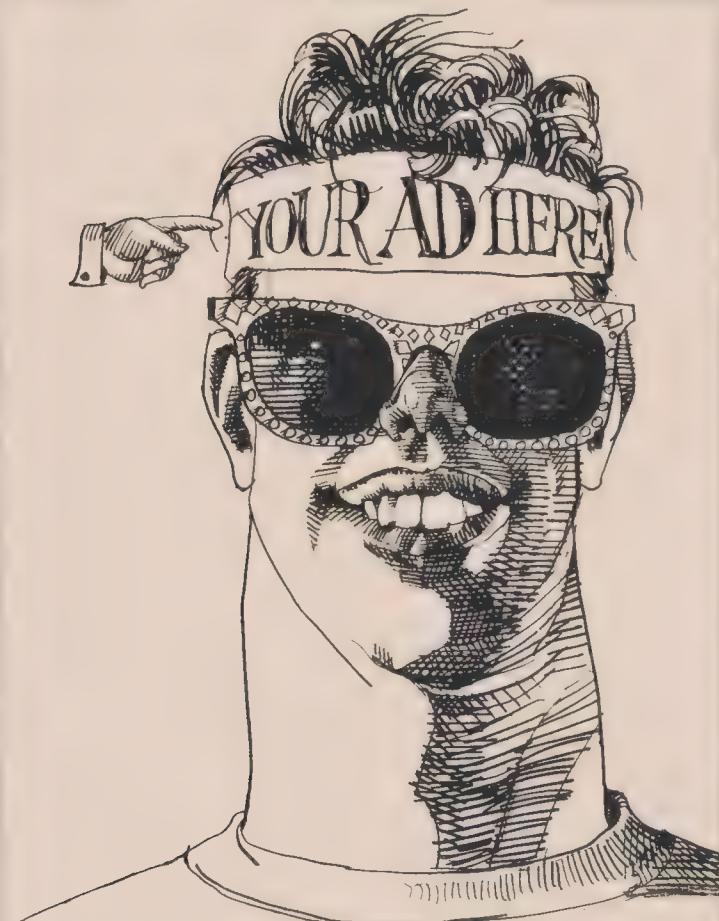
the MAD NASTY FILE

(VOL
TWO)

ARTIST: GERRY GERSTEN

WRITER: TOM KOCH

JIM MCMAHON



...wears an elastic headband in the hope it will somehow keep his brain in place.

...became a hero in Chicago, the town that also has a warm feeling for the Cubs, Al Capone and stockyard aroma.

...proved that any quarterback can look good on a team that has a backfield with Walter Payton and a defense with Refrigerator Perry.

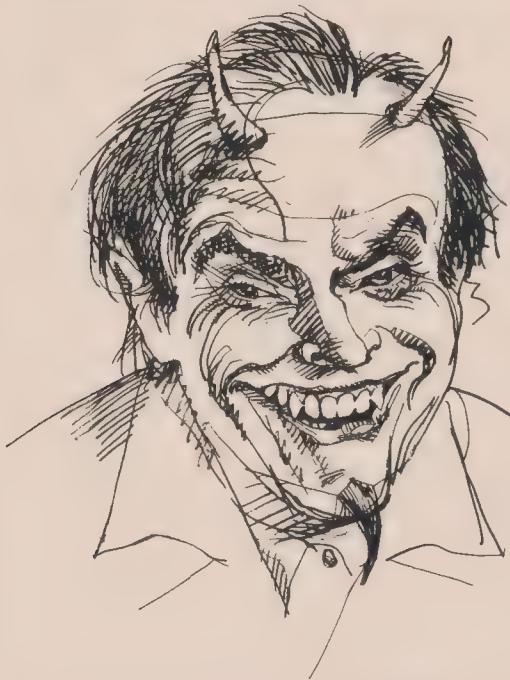
LT. COL. OLIVER NORTH



...picked a gorgeous model to be his secretary, which proves that his judgement isn't always bad.

...sincerely believes that the rank of Marine Colonel outranks the President of the United States.

...proved that the people of this country want to know what's really going on—with their favorite soaps, considering how many complained when they were pre-empted.

JACK NICHOLSON

... doesn't make horror movies intentionally — his romantic comedies just turn out that way.
... is noted for his portrayals of a psychopath, an astronaut and an underworld hit man — all played exactly alike.
... could do a great impersonation of a cobra, if only his smile had more warmth.

OPRAH WINFREY

... got her unusual first name because her baby brother couldn't pronounce "Obesity."
... proved that anyone can succeed in a field where the only real competition is Phil Donahue.
... tells all her guests she has the same problems they do, which is a little hard to believe when she has bulimiacs on the show.

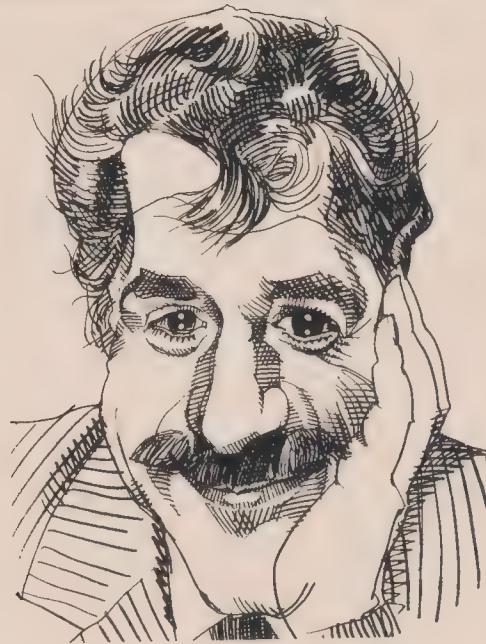
"POLICE ACADEMY" MOVIES

... prove that even Bubba Smith can seem like a talented actor if he's surrounded by a cast that's sufficiently untalented.
... help children learn to show even less respect for law enforcement than they already do.
... consist of about 90 brief scenes that can be shown in any order without disturbing the plot — or helping it.

ICE HOCKEY

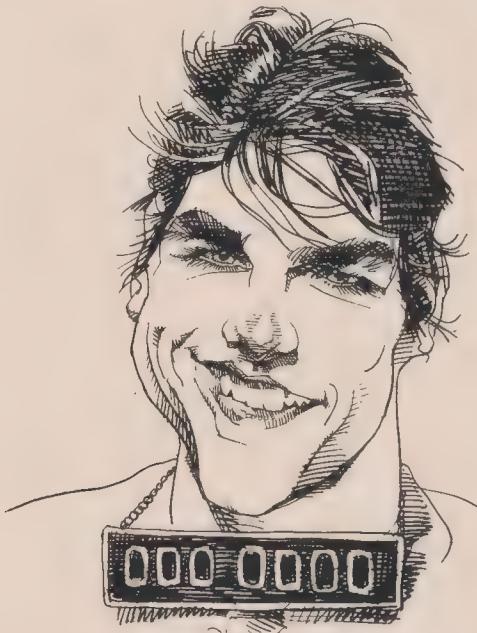
... is a convenient way for players to give blood without traveling all the way to Red Cross headquarters.
... gives people in Edmonton something more entertaining to do in the wintertime than listen to their frozen noses break off.
... is the only sport you can watch on TV for a lifetime without ever actually seeing a goal scored.

"JEOPARDY"



...keeps viewers happy with the promise that two of each day's insufferable smart alecks will lose.
...is the only place where a doctoral student in ancient history can hope to win part of his tuition money back.
...fills a need by giving people who know Herbert Hoover's middle name a place to show off their skill.

TOM CRUISE



...uses a stand-in for his billiard shooting and jet flying scenes, but unfortunately does the other stuff himself.
...received race driving lessons from Paul Newman when he should have been begging for acting lessons.
...is considered a wholesome type because he has pearly teeth, short hair and a better police record than Sean Penn.

FERDINAND AND IMELDA MARCOS



...discovered that a whole country can be run the same way Jim and Tammy Bakker ran the PTL
...hope to return to the Philippines one day because the country still has \$14 left that they neglected to steal.
...insist they are innocent of wrongdoing, which is sort of like Danny DeVito insisting that he's really six-feet-four.

GARY HART



...tried to model his life after John Kennedy, but wound up in a scandal more reminiscent of Ted Kennedy.
...is the only politician who still owes campaign debts going back to his run for Sixth Grade Hall Monitor.
...now wishes he'd taken up the hobby of making model boats, rather than making models on boats.



...when any of us can get a bank loan as easily as the fascist dictator of some debt-ridden country.



...when we can remember who last year's Miss America was if she doesn't take off all her clothes.



...when Reagan forgets a 1947 anecdote about the movies as easily as he forgets the details of Iran-Scam.

THE ODDS MUST BE CRAZY DEPT.

THAT'

We're pleased to announce that MA this year's Pulitzer Prize for Literat gullible readers have passed out fr like to present a few other events

THE D

ARTIST: JACK DAVIS



...when politicians who are "tough on crime" insist on the death penalty for graft, corruption, and bribe-taking.



...when participants in sleazy scandals are too ashamed to sell their stor-ies to producers and book publishers.



...when drug addicts go cold turkey and give up cocaine because Nancy Reagan tells them to "Just Say No."



...when Americans care more about the Sandinistas vs. the Contras than they do about the Colbys vs. the Carringtons.

LL BE

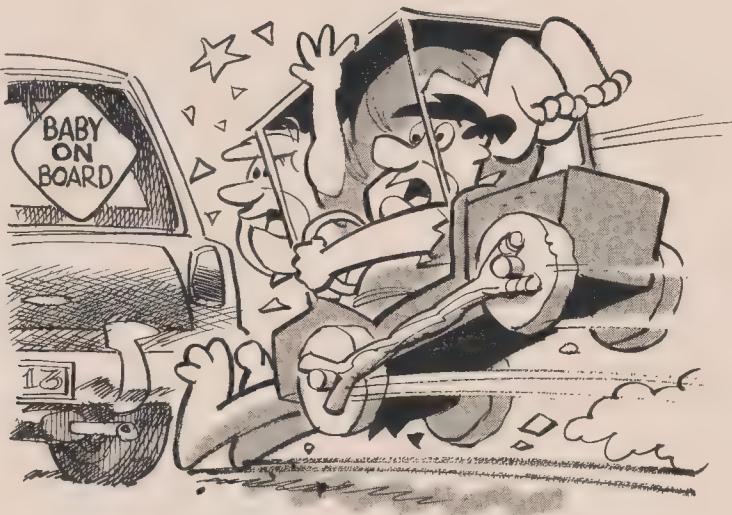
D has been selected to receive
ure. HA! Now that our more
om shock—or schlock!—we'd
s that will make you shout...

DAY!

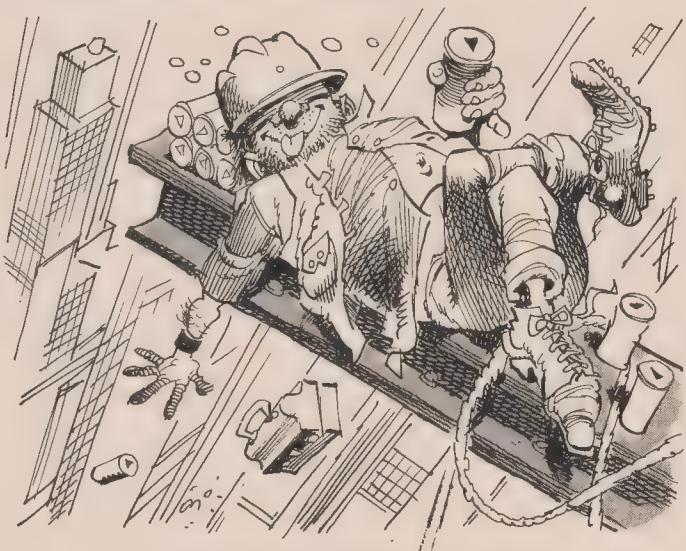
WRITER: BARRY LIEBMAN



...when some poor, oppressed, down-trodden country actually *improves* after covert C.I.A. interference.



...when other motorists start driving more carefully the moment they see a stupid yellow "Baby on Board" sign.

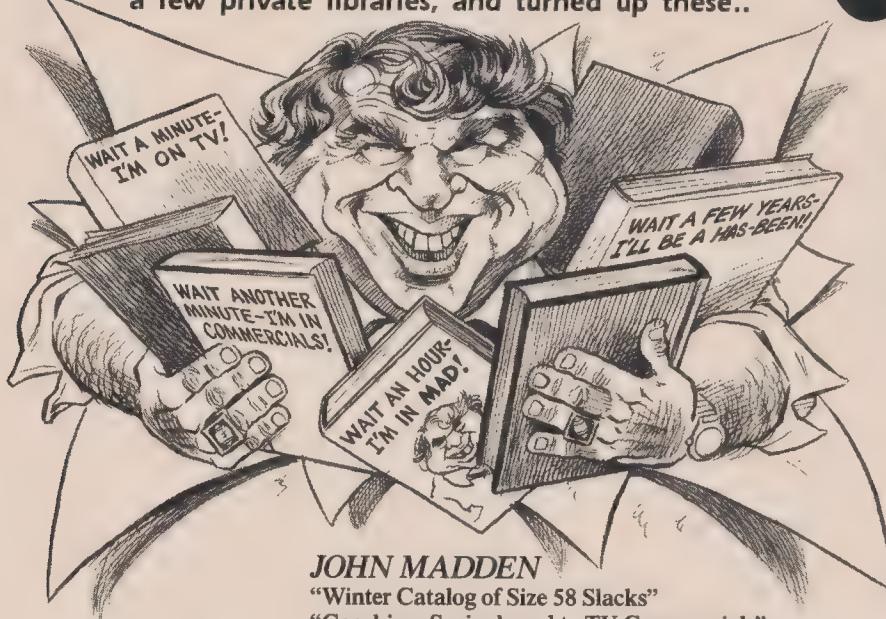


...when Madison Avenue shows us what construction workers *really* look like after they've chugged down a few beers.

When TV shows visit the homes of famous people they show the pool, the sauna, the 50-foot kitchen. But you never see any books. Why not? Can't celebrities read? Sure they can! So what books are they hiding? We did a little MAD investigating, crashed a few private libraries, and turned up these..

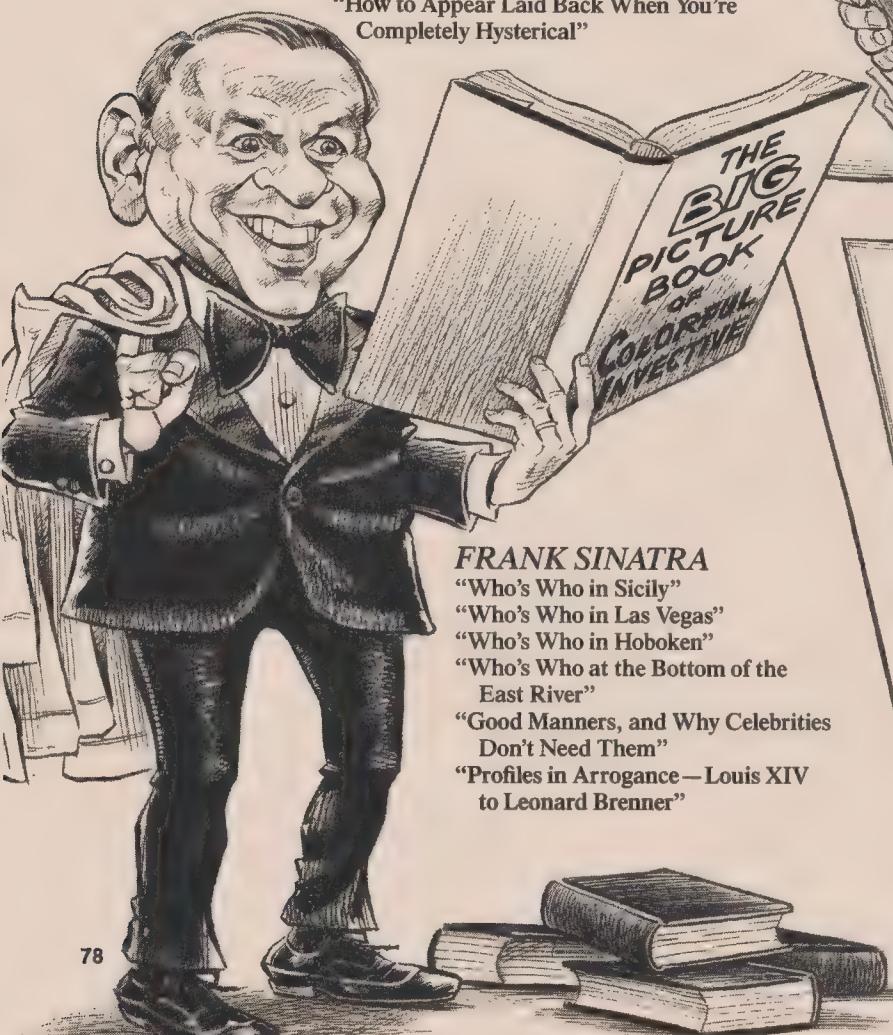
CELEBRITY

ARTIST: SAM VIVIANO



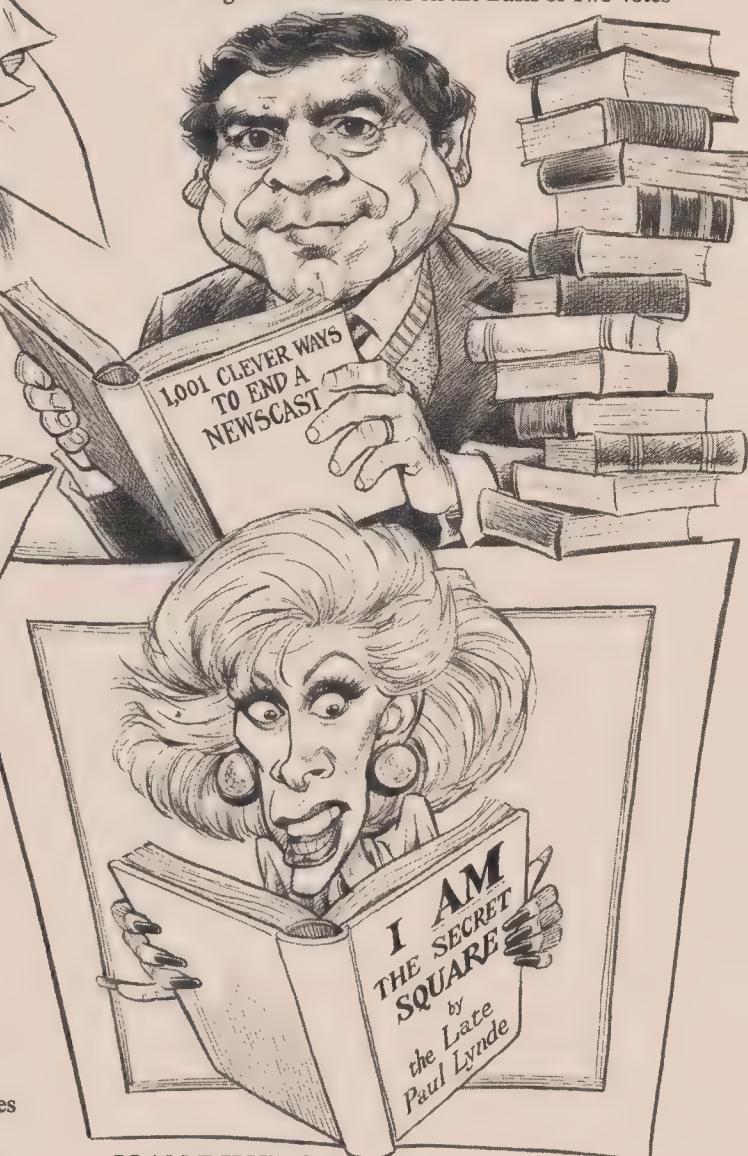
JOHN MADDEN

"Winter Catalog of Size 58 Slacks"
"Coaching: Springboard to TV Commercials"
"Dull Sports Anecdotes for All Occasions"
"Cosell's Guide to Making Football Sound Complicated"
"How to Appear Laid Back When You're Completely Hysterical"



FRANK SINATRA

"Who's Who in Sicily"
"Who's Who in Las Vegas"
"Who's Who in Hoboken"
"Who's Who at the Bottom of the East River"
"Good Manners, and Why Celebrities Don't Need Them"
"Profiles in Arrogance - Louis XIV to Leonard Brenner"



JOAN RIVERS

"Good Taste, and How to Get Rich by Ignoring It"
"Use Nervous Mannerisms to Drive Your Friends Bonkers"
"Bette Midler's 101 Tips for Becoming a Classy Broad"
"The Sean Penn Guide to Total Politeness"
"How to Lose Old Friends and Use New Ones"

READING LISTS

WRITER: TOM KOCH

GEORGE STEINBRENNER

"Build Your Self-Esteem by Owning Athletes"
"Everything You Need to Know about Baseball,
as Told by the Three Stooges"
"Biographies of Famous Unlikable People"
"Are Throwaway Managers Worth Recycling?"
"The Yankee Tradition—and 500 Ways to Destroy It"



MICHAEL JACKSON

"The Ink Spots and Other Lifelong Boy Sopranos"
"Dare to Wear Epaulets"
"How to Profit from Your Strangeness"
"What the Well-Dressed Man Should Wear—on One Hand"



BROOKE SHIELDS

"Retaining Your Sex Appeal Beyond Puberty"
"Actor's Guide to Unskilled Movie Directors"
"Groucho Marx on Beauty for Bushy Eyebrows"
"Speaking Lines You Don't Understand:
The Method Actor's Bible"
"How to Cut the Umbilical Cord by Age 50"



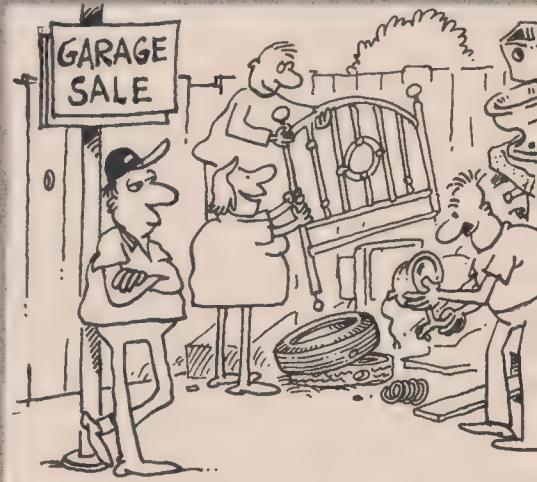
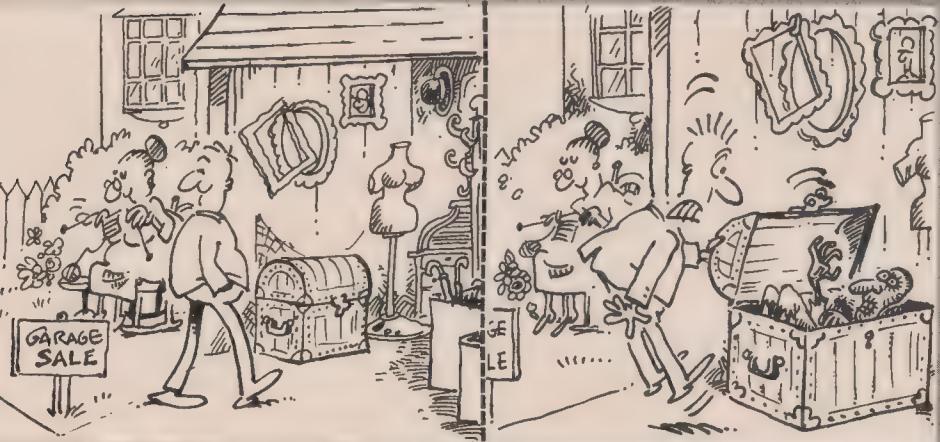
AYATOLLAH KHOMEINI

"Burning the American Flag—and Other Party Games"
"Mecca on Five Drachmas a Day"
"The Beard Lice Breeder's Handbook"
"The Pope Is Satan! and Other Bedtime Stories for Children"

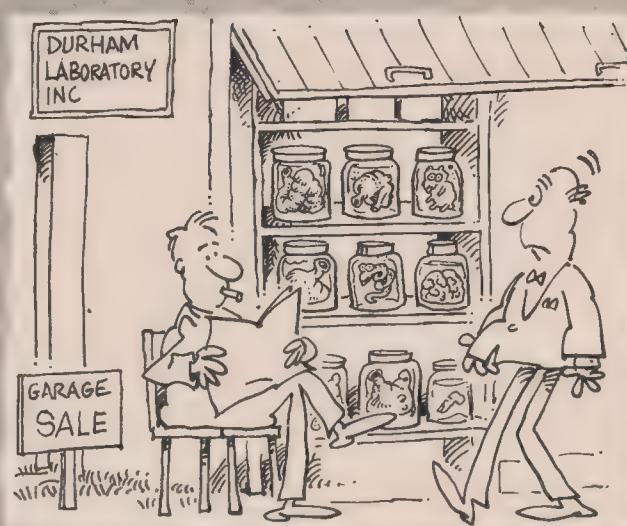


SAM VIVIANO

A MAD LOOK AT GARA



GE \$ALES\$



ARAGONES

**And now, MAD answers
the burning question no
one bothered to ask...**

What is

A SUPERNERD IGNORES OBVIOUS HINTS...

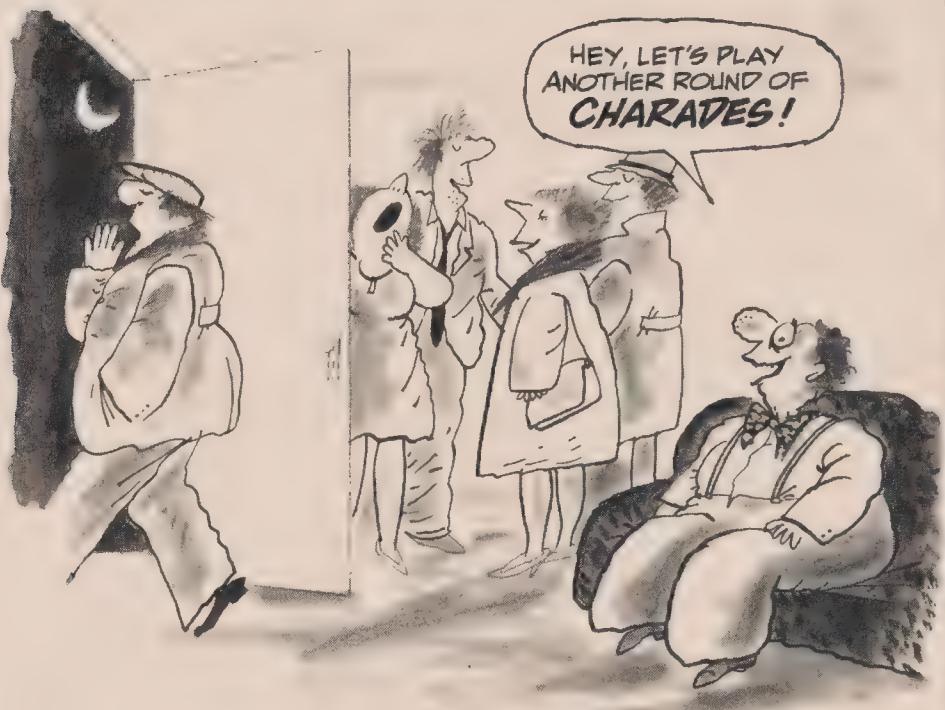


A SUPERNERD ALWAYS BRINGS HIS MOTHER ALONG...



ARTIST AND WRITER: PAUL PETER PORGES

A SUPERNERD NEVER KNOWS WHEN THE PARTY IS OVER...



A SUPERNERD ALWAYS CALLS
AT THE WRONG TIME...



a SUPERNERD?

A SUPERNERD ALWAYS SHOWS UP
TOO EARLY FOR BLIND DATES...

HIYA, MEG!
READY FOR OUR
BIG DATE?



A SUPERNERD CLUMSILY PERFORMS SIMPLE OPERATIONS...

PERMIT ME!



A SUPERNERD ANSWERS BEFORE THE QUESTION IS ASKED...

WHO WAS...

WILLIAM THE FAT,
KING OF BULZANIA,
1456 - 1473!

CREEP!

CLOD!

CLUNK!



A SUPERNERD AUTOMATICALLY
IRKS HOUSEHOLD PETS...

PORGES



QUICK DRAW GUFFAW DEPARTMENT

There's a popular new board game out called "Pictionary"! A ripoff of TV's "Win, Lose or Draw" (which is a rip-off of the old parlor game "Charades"),

a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, we got to wondering what it would be like to play "Pictionary"

PLAY PICTONARY V

HITLER'S MOTHER



John Caldwell



Jack Davis



Mort Drucker

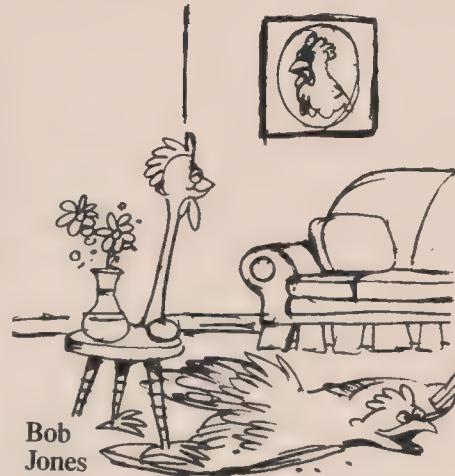
FRANK PERDUE'S LIVING ROOM



Dave Berg



Don Edwing



Bob Jones

GLUTTONY



Sergio Aragones



Bob Clarke



Paul Coker

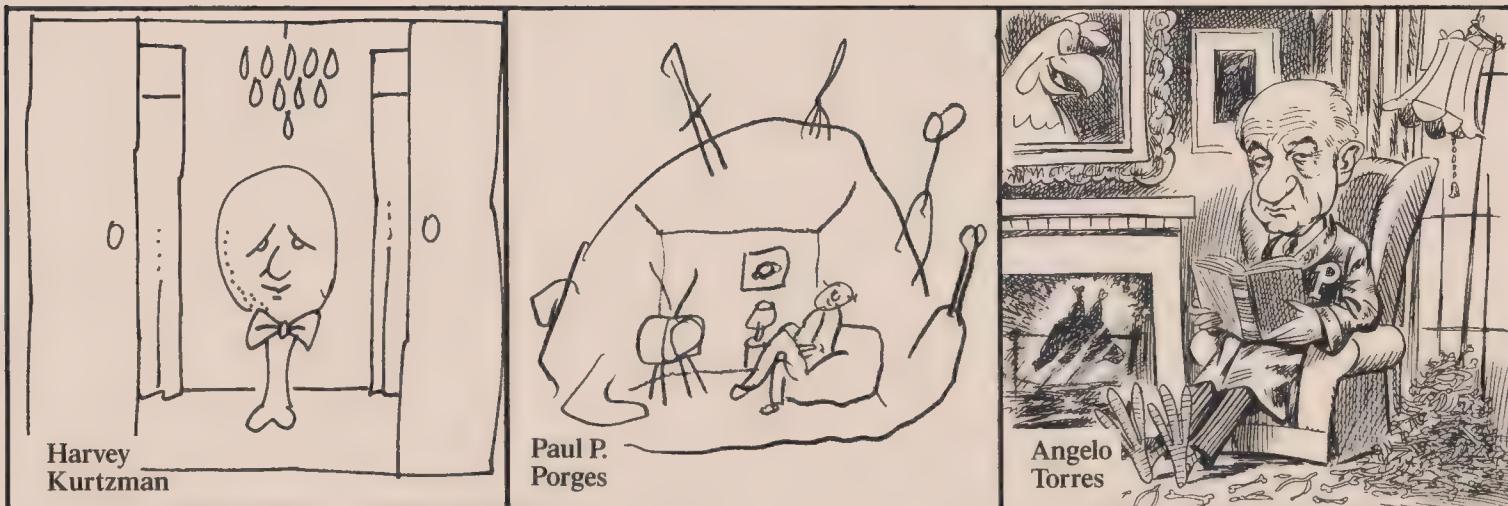
with some of MAD's so-called "artists" and see how *they* stack up against a 60-second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's :

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.



WITH THE MAD ARTISTS

WRITER: J. PRETE



SCHWARZENEGGER

WITH A TIP OF THE HAT TO HANK "HIAWATHA" LONGFELLOW

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS



By the shores of the Pacific,
In the town of glitz and hustle,
Strode the mighty Schwarzenegger,
Baring chest and flexing muscle;
Biceps twitched in perfect rhythm
Through his skill with isometrics,—
Feats that Letterman, on seeing,
Sought to use as Stupid Pet tricks.

But the bulging Schwarzenegger
Set his sights on goals much higher,
As the lure of movie stardom
Pumped him up with great desire;
Soon he found himself in epics,
Slaying enemies like vermin,
Tearing dialogue to pieces
With his accent, sorta German.

Clenching jaw, he raged as "Conan,"
Who, upset by double-dealing,
Slaughters half the population
To express his depth of feeling;
Next "The Terminator" starred him
As a droid bent on aggression,
Killing victims for two hours
Without changing his expression.

As a soldier in "Commando,"
On whole armies he was feasting,
Shrugging off a hail of bullets
Like a flea-bite or a bee-sting;
Not Stallone in Panavision
Matched the fury of his scowling
When in "Predator" he thrilled us
In the art of disemboweling.

In his latest quest for glory
As "The Running Man" he bears up,
Bringing down the rule of evil
While assorted foes he tears up;
See him punch out his oppressors,
Rip apart a villain's torso,
Bludgeon killers into meatloaf
Like Chuck Norris, only more so.

Yes, the massive Schwarzenegger,
Muscles rippling, tendons straining,
Now, through fame and sky-high grosses,
As a super-star is reigning;
Let the critics crucify him
When his lines he seems to louse up!
If it's brains that wins the Oscars,
It's the beef that fills the house up!

And now, as a public service to all you would-be artists out there, MAD Magazine, in cooperation with the Famous Artists' School of Wammelsdorf, now proudly presents...

A BEGINNERS
GUIDE TO

CARTOON

sound effects

ARTIST: PAUL COKER

WRITER: DUCK EDWING



...someone sneezing with a spittoon over his head.

...a push button switchblade accidentally opening in a punk's front pocket.

...someone using a flamethrower to flush an Eskimo from his igloo.



...an elephant experiencing relief.



...a skydiver getting caught in a plane's propeller.

BLTPFLURGEEFOPBLUB



...Batman flushing.



...a fish blowing air bubbles into a fat man's navel.



...a killer clam attacking a sunburnt octopus.

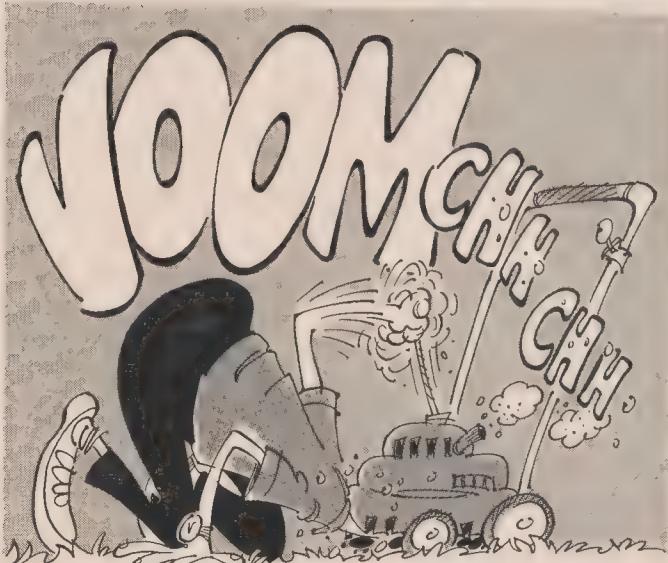
SSSZZZWOOKKITCH



...a Ubangi deep-lipping an entire pizza with anchovies.

...Superman landing directly in doggie-doo.

...a fast zipper-upper catching himself on his denim fly.



...a guy sticking his head inside a lawn mower to see if he can get it started.



...a tennis player snagging on the net he tried to jump.

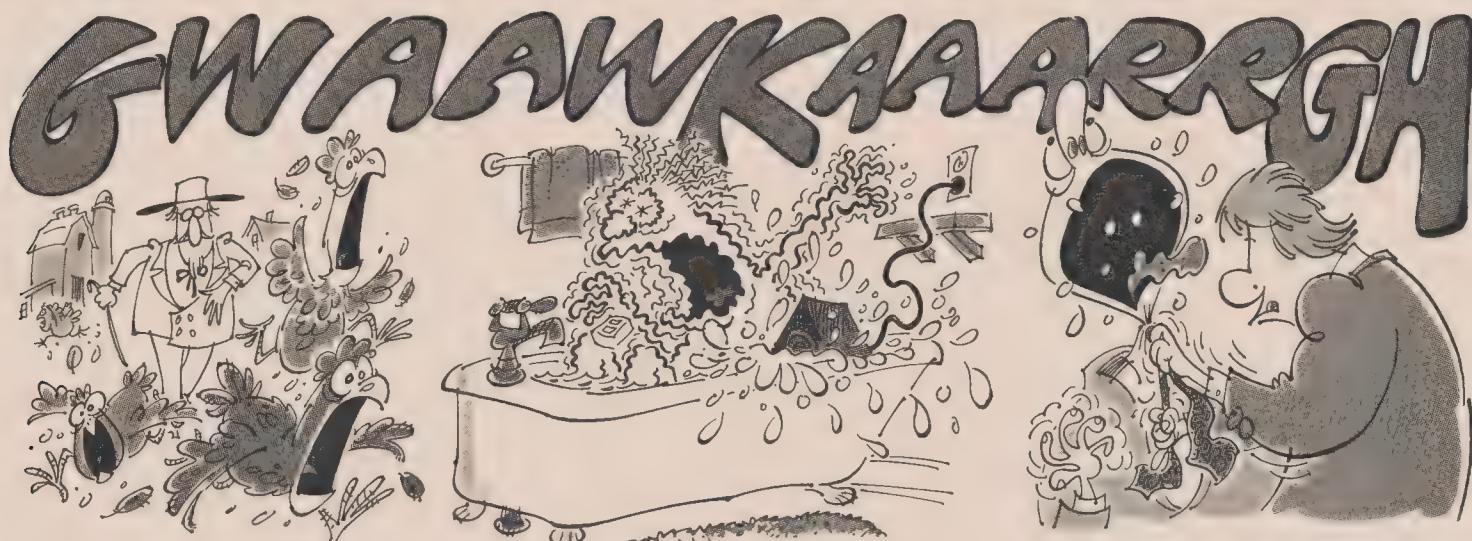
...a suicide jumper hitting the 9th floor flagpole.



...an Italian ship being christened with a pizza.



...an elderly crocodile gumming a frantic native.



...a Col. Sanders look-a-like visiting a chicken farm.

...a teenager accidentally knocking his radio into the bathtub.

...an apprentice tie salesman tying a Windsor knot for his first customer.



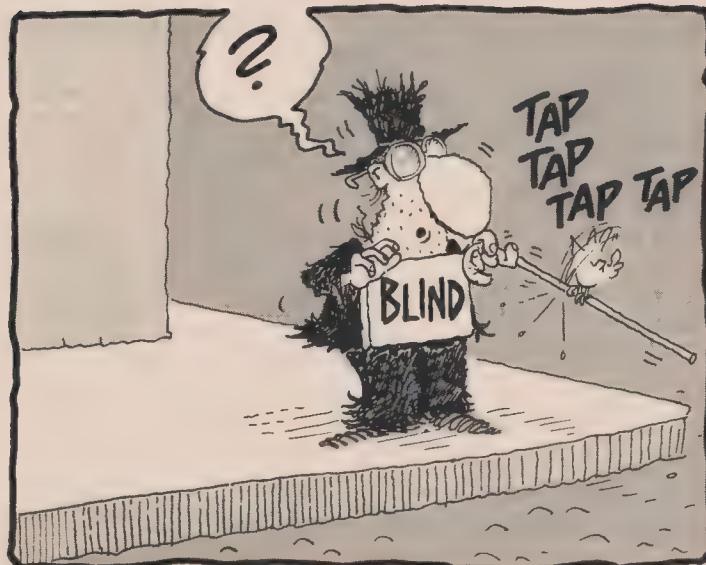
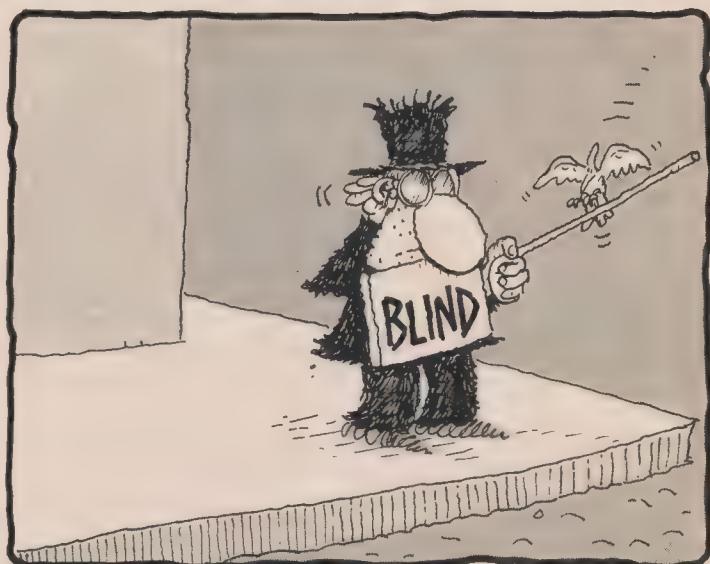
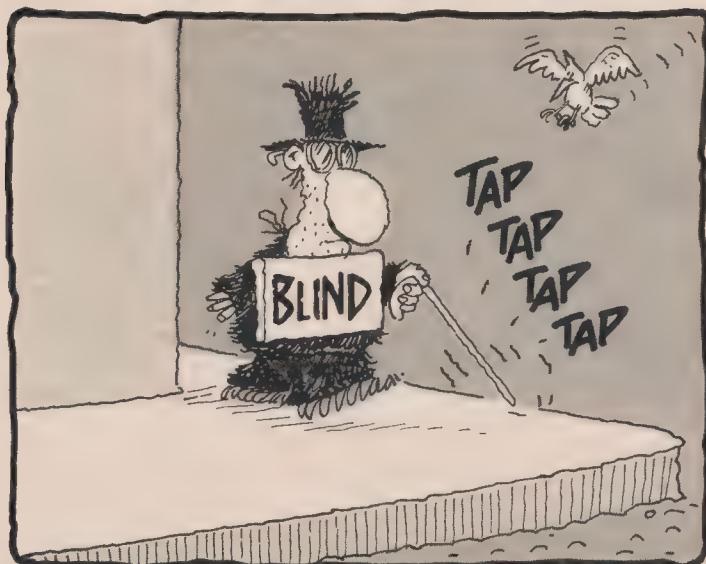
...a horsefly landing in a bowl of semi-cooled Jello.



...a man with three fingers cracking his knuckles.

...a doctor trying to jump-start a pacemaker.

THE PESKY PECKER PUZZLER



ARTIST AND WRITER: DUCK EDWING



...AND THEY DON'T HAVE A PLOT TO PEEK IN DEPT.

There's a movie out that shows how bumbling detectives spying on a beautiful girl (under the guise of trying to catch her villain boyfriend) almost break more laws than the villain himself! This movie contains a ton of bad slapstick, several pounds of lurid flesh and just about an ounce of logic. If you decide to waste your money on this flick, be warned: it's not the popcorn burning in the lobby that's making an awful smell, it's the movie's bad acting and weak plot that's causing such a...

STINKOUT

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Bilk, will you quit goofing off!

Goofing off?!? We've been here only 25 minutes and I've already fired at six innocent bystanders, driven a forklift into the ocean and bungled an attempt to finally catch the creep we've been after! What have YOU done???

More than that! I've fallen into a tank of dead fish, fired at seven innocent bystanders and terrified a room full of sardine stuffers! So I'm at least two screw-ups ahead of you!

It sure would be nice if those two clown detectives were a little more concerned about catching crooks than seeing which one of them is the bigger screw-up!

I like 'em! They're the ones who lent me this gun I'm using to hold you up with!

These days, all cops seem to be bumbling idiots who act outside the law!

I don't mind it in the movies! I'm talking about so many of today's real cops bumbling outside the law!



Wretched Runtgomery broke out of jail today. Officials said prison guards should have been suspicious when a truck pulled into the high security facility to deliver diapers and then left with a 6-foot, 170 pound baby!

Gentlemen, this is Agent Lust of the FBI.

Runtgomery has a girlfriend here in Seattle. Her name is Marina McFire and he may try to visit her. If you spot him, disarm him, lock him up and call me. I'll handle the hard part!

Superior surveillance?

No, comic relief!

That escaped convict may come here to Seattle. Although the Bureau has thousands of agents, you can understand why we've come to a dinky police station like this to ask for help.

What's the hard part?

Looking intelligent on camera for the six o'clock news!

We rented an apartment across the street from Marina. I want it watched day and night!

Isn't watching an innocent girl in the privacy of her own home day and night lewd and immoral?

Well...yes.

Good! I just wanted to make sure I was taking on MY KIND of assignment!

Just look at this place! It's a wreck!

Well at least it's got running water.

Yeah, the water runs out of a broken pipe onto the floor! You're right, it's gonna be hard filling water balloons to drop on people walking below. But no one said police work was easy!

Bilk, can you hear me? I'm cutting the wires to Marina's phone...

I can hear you fine. Just be sure to cut the right ones!

I know what I'm doing. There, it's done! Bilk...Bilk? Bilk? I cut the wrong wires! Good! That puts me one screw-up ahead of him for today!

Hi, I'm from the phone company.

Is there a bug in my system?

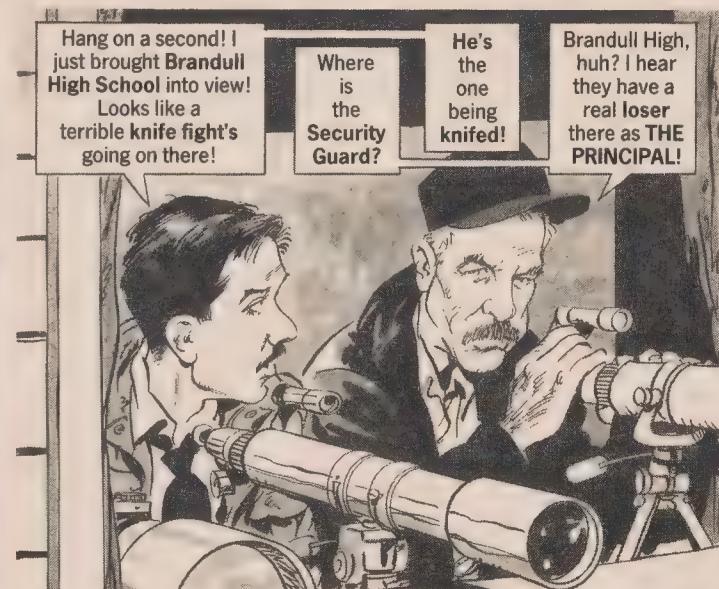
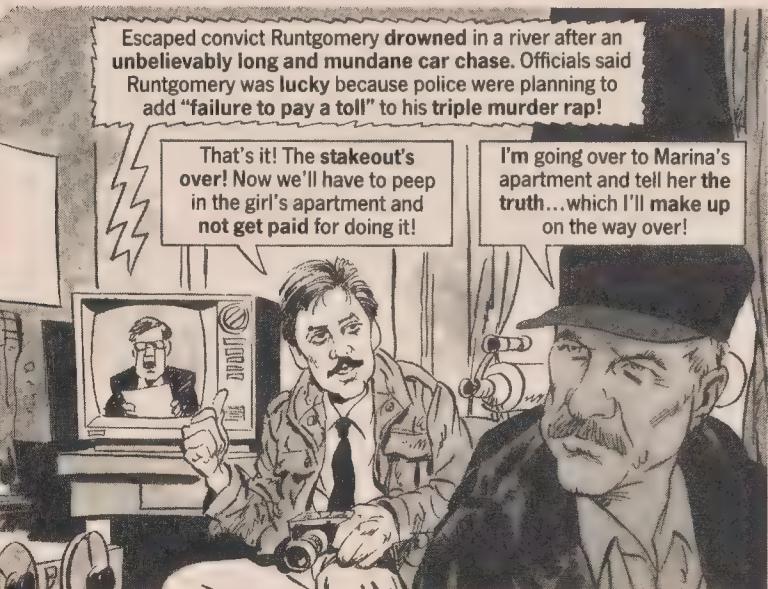
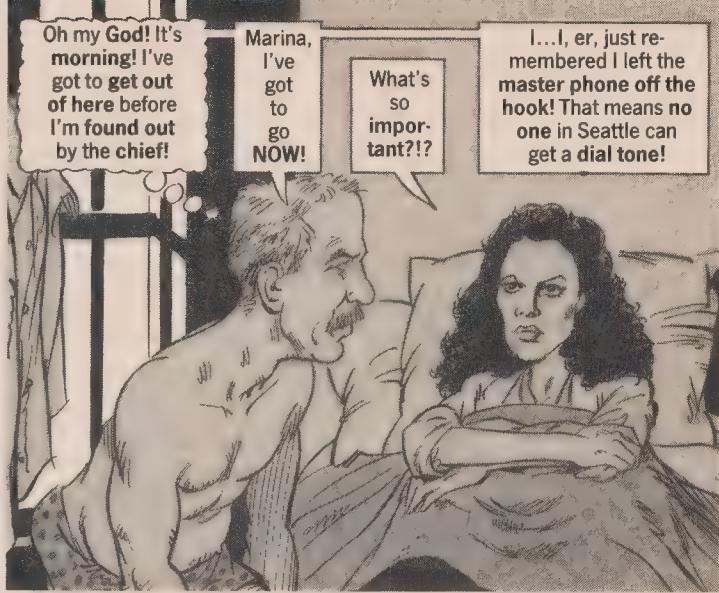
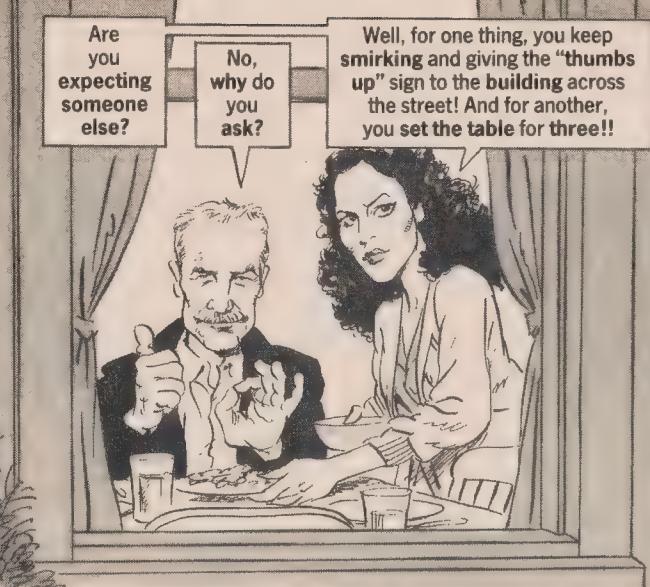
Not yet, but give me a few minutes!

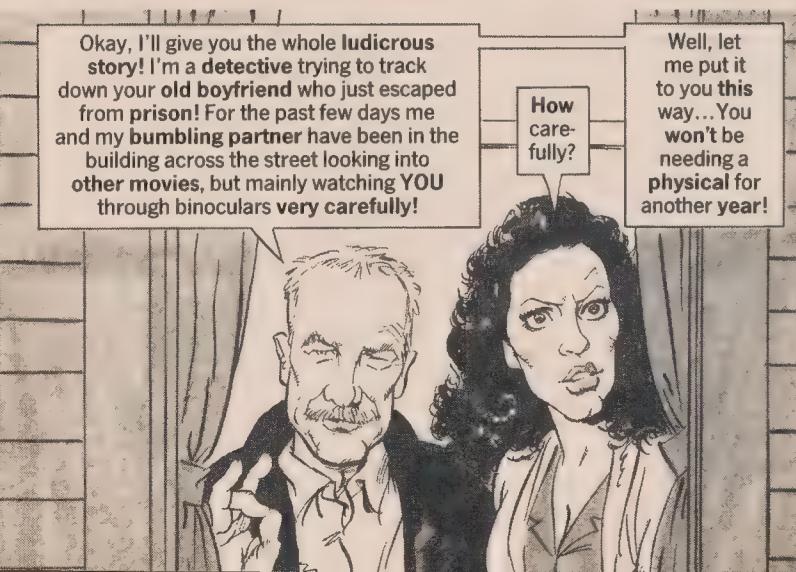
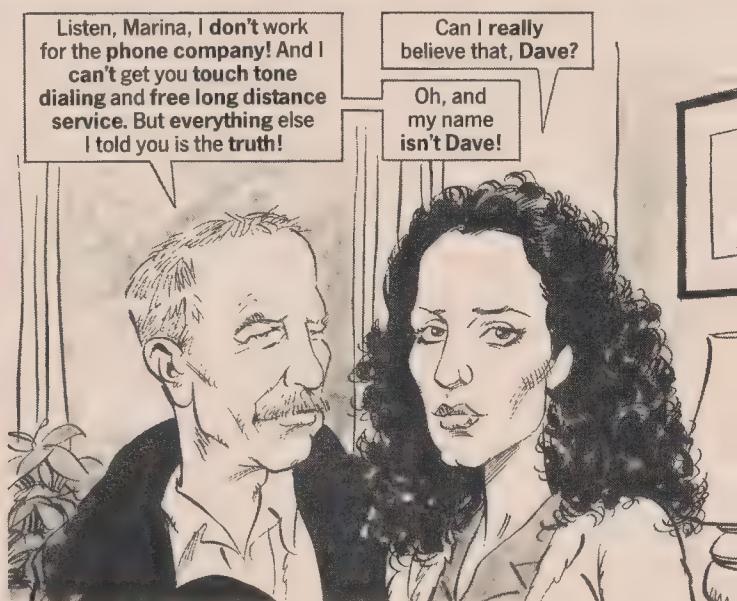
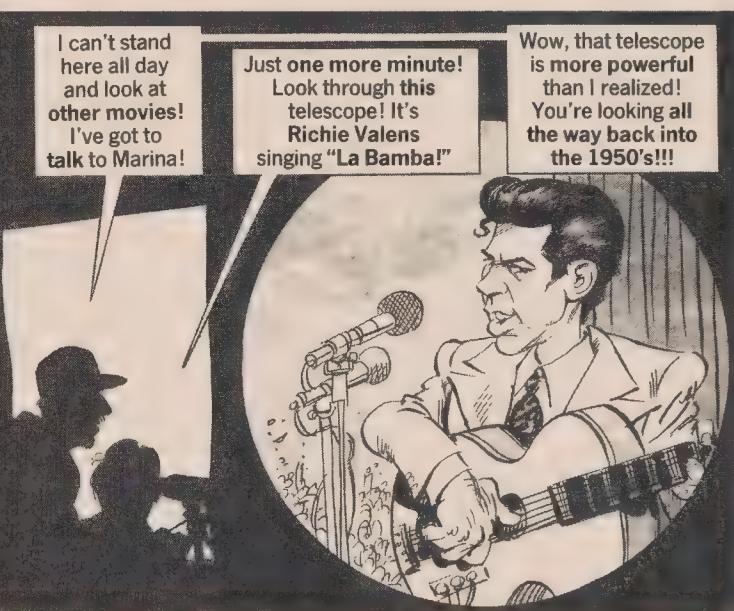
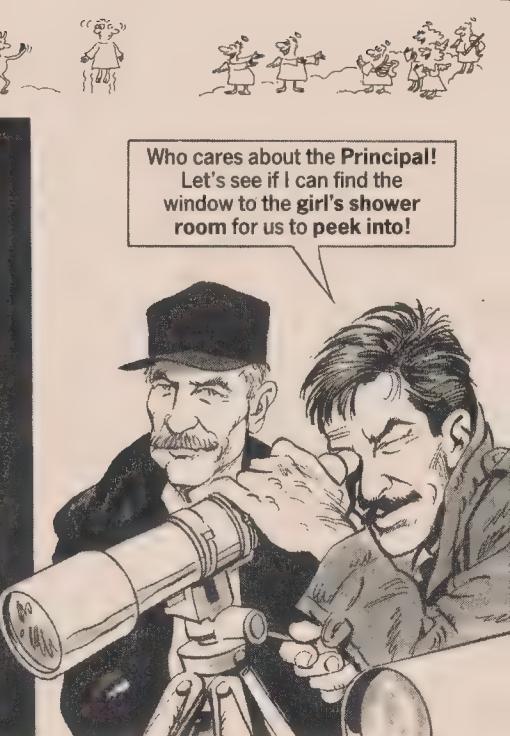
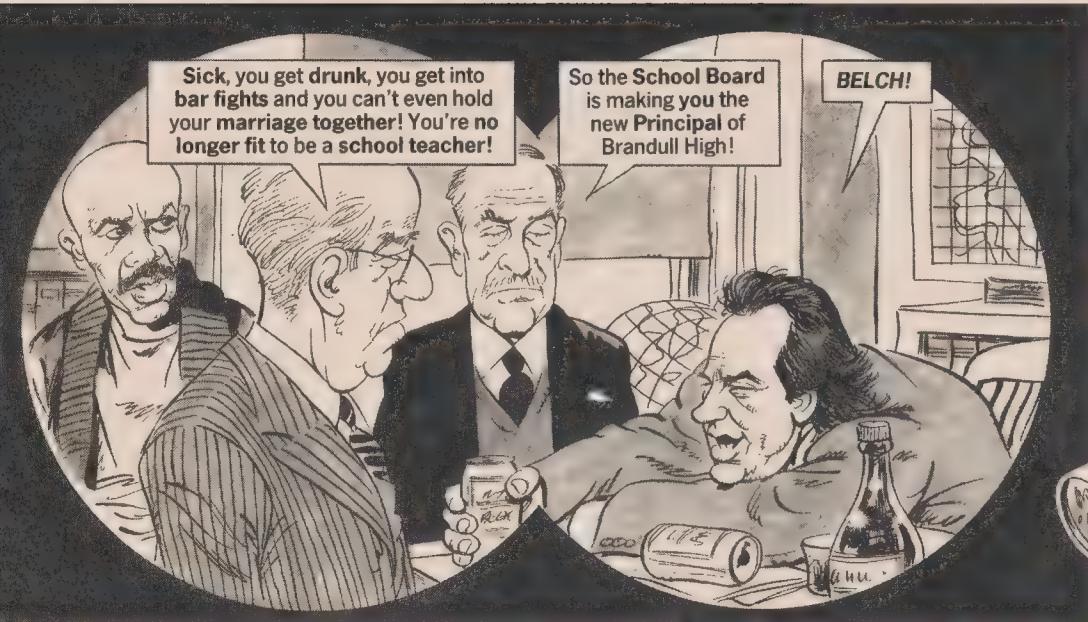
The bug's in place but I have to sneak back into Marina's apartment. There's something I have to check out!

Some letters in her dresser?

No, her body in the shower!







Well, well, Marina! Long time no see!

Runtgomery! So, you didn't drown in the river after all!!!

No! Now, who's the creep?

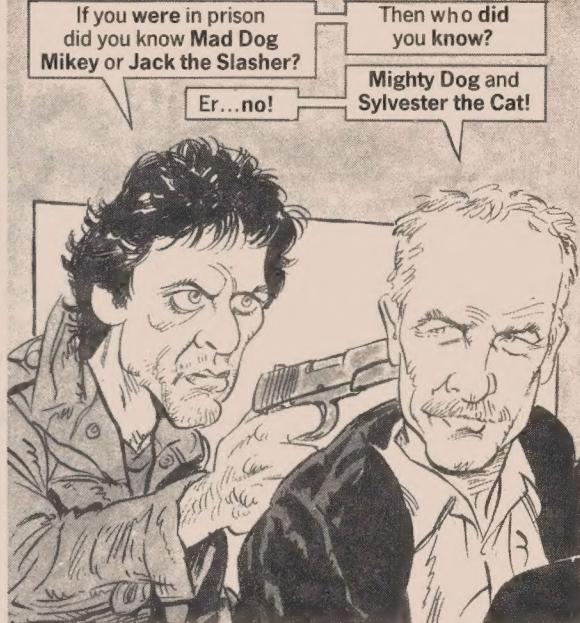
I'm...er...I'm a hood, like you! I violated my parole! I'm wanted for impersonating a detective! And impersonating a hood...and impersonating an actor...and...

If you were in prison did you know Mad Dog Mikey or Jack the Slasher?

Er...no!

Then who did you know?

Mighty Dog and Sylvester the Cat!



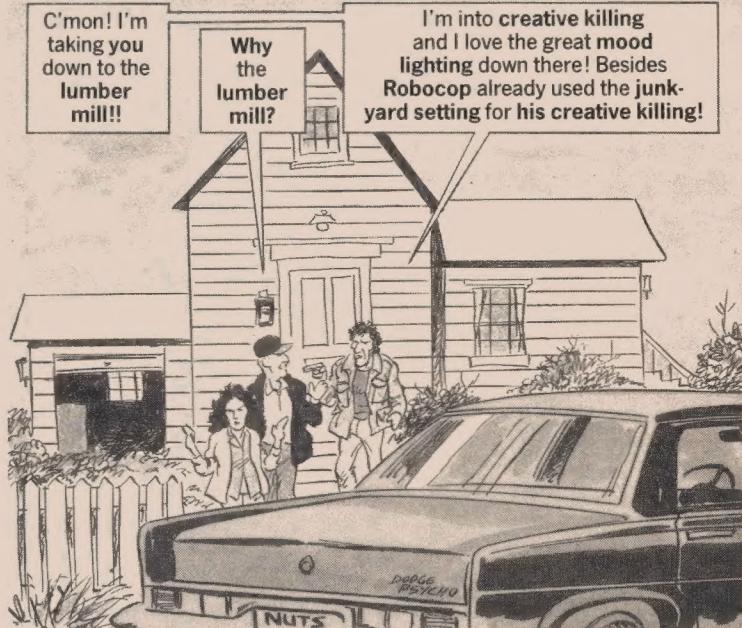
Wait a minute!!! I hid \$100,000 in cash in this chair and now it's gone!!

Uh-oh! No wonder that decorator paid me to reupholster my furniture!

C'mon! I'm taking you down to the lumber mill!!!

Why the lumber mill?

I'm into creative killing and I love the great mood lighting down there! Besides Robocop already used the junk-yard setting for his creative killing!



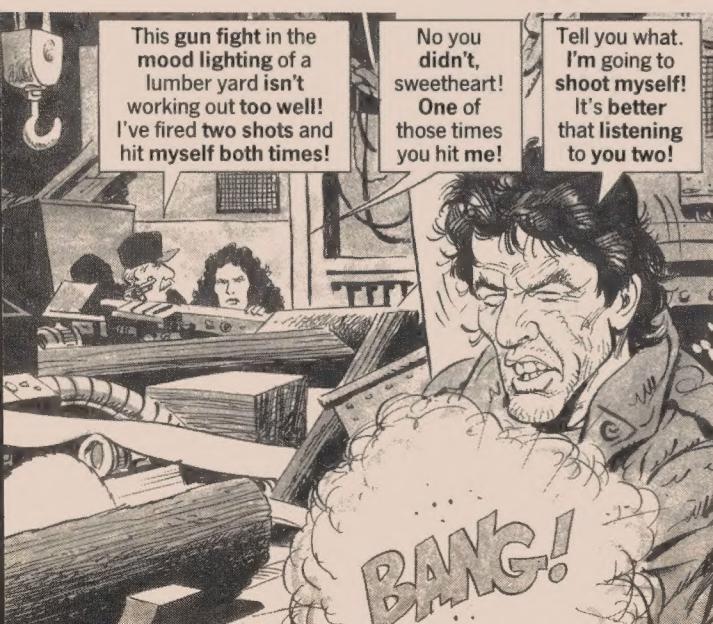
This gun fight in the mood lighting of a lumber yard isn't working out too well! I've fired two shots and hit myself both times!

No you didn't, sweetheart! One of those times you hit me!

Tell you what. I'm going to shoot myself! It's better that listening to you two!

Bilk, I captured Runtgomery! And guess what else? Marina and I are gonna get married!

Damn! That really puts you ahead in the screw-up competition! You already screwed-up one relationship! Marina will be your second! Me, I'm still married! Hmmm... Maybe if I get a divorce I could get back into the competition! Hmmm...



WHAT ADVANCEMENT
IS BEING HAILED AS
A BREAKTHROUGH IN
AIR POLLUTION
CONTROL?

HERE WE GO AGAIN WITH ANOTHER **MAD FOLD-IN**

To find out what is now controlling
one of the worst forms of air pollution,
simply fold page in as shown.



A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE COMPLAINTS WE'VE HEARD THROUGH THE YEARS FROM AMERICANS ARE USUALLY ABOUT AIR POLLUTION. OFFICIALS NEVER SEEM TO HAVE ANY SOLUTIONS. BUT NOW A ZANY DEVICE IS THE NUMBER ONE AIR POLLUTION STOPPER!

A ▶

◀ B

**Why are we giving away the Bulgin' Belly Burner™ for only \$10?
(Because we tried to give it away for \$20 and that didn't work!)**

Bulgin' Belly Burner™

AS
SEEN ON
TV*

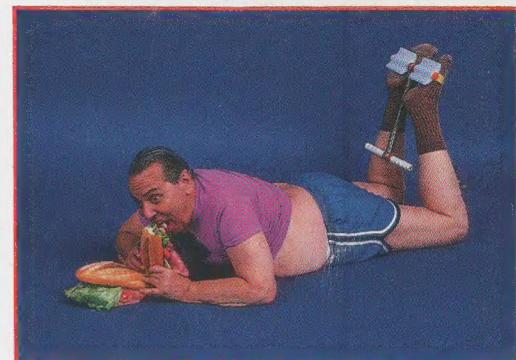


*On Nationwide
Consumer Fraud
Reports

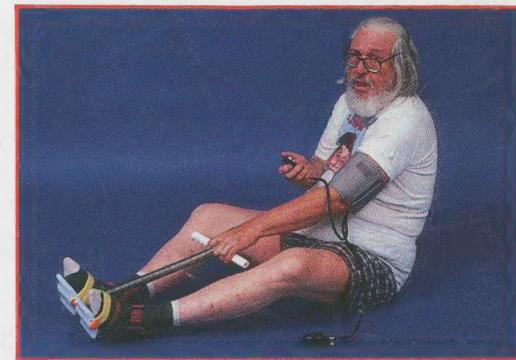
**Don't waste your hard-earned
cash on inferior imitations
when you can get the inferior
original for the same price!**



**Intensive back-stretch sends blood
rushing to lower abdomen and thighs!**



**Reverse leg-lifts leave hands free to
take important nutritional supplements!**



**Power sit-ups work your arteries
to their bursting point!**

To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.

WHAT ADVANCEMENT
IS BEING HAILED AS
A BREAKTHROUGH IN
AIR POLLUTION
CONTROL?



A ► B FOLD BACK SO "A" MEETS "B"



THE COMMERCIALS

ZAPPER!

A ► B